SEPTEMBER 11, 1950

BROADCASTING TELECASTING

PUBLIC LIBRARY
SEP 12 1950
DETROIT

timebuyers – advertisers

here are more WOR facts that mean dollars and cents to you—

a. WOR's daily audience is greater than the weekday circulation of *any* newspaper in America.

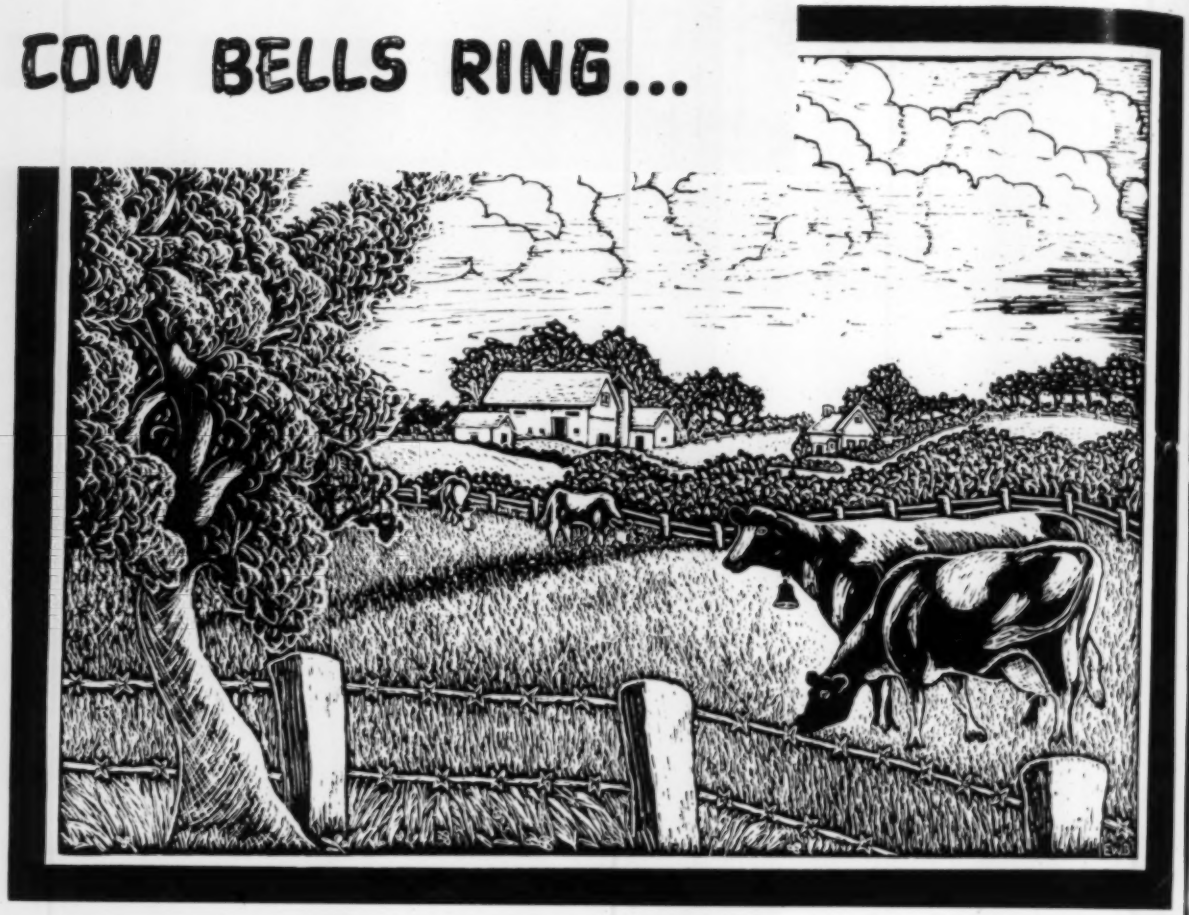
b. In Metropolitan New York, WOR's daily audience each night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIER'S, TIME and NEWSWEEK.

c. During the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

frankly – how can you not buy WOR

– that power-full station?

COW BELLS RING...



COW BELLS ring . . . and thousands of Midwest families sit back every Saturday night to relax and listen to the WLS NATIONAL BARN DANCE. From groups of all ages and walks of life come the huge family of listeners to whom the cow bell is symbolic of this program.

For twenty-six years WLS has been broadcasting the regular Saturday night NATIONAL BARN DANCE. Nearly two million people have *paid* to see the program aired from Chicago's Eighth Street Theatre. It's a revue—a presentation of all popular station acts on one program built around the barn dance theme—old fashioned entertainment, friendliness and informality. NATIONAL BARN DANCE listeners feel the entertainers are their friends, and in this friendliness and informality lies the secret of the outstanding success of this show.

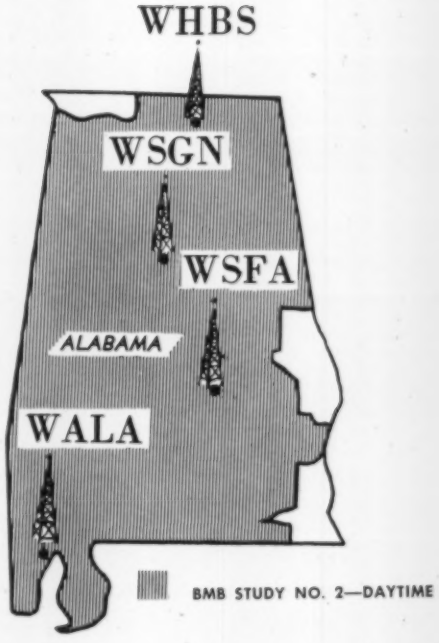
Commercially successful, too. Present WLS NATIONAL BARN DANCE advertisers have sponsored portions of the five-hour program for an average of 14 years. There are additional availabilities—and there are Nielsen figures to prove extensiveness of popularity. Call your John Blair man or write WLS direct for details on how the symbol of the cow bell can be put to work for you.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

WLS The PRAIRIE FARMER STATION CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

a job well done!



these four stations cover

- 92% of Alabama's Radio Families
- 94% of Alabama's Retail Sales
- More than half of Alabama's Retail Sales in counties with better than 80% BMB penetration.

WSGN
BIRMINGHAM
ABC
610 kc-5000W

WALA
MOBILE
NBC
1410 kc-5000W

WSFA
MONTGOMERY
NBC
1440 kc-1000W

WHBS
HUNTSVILLE
ABC
1490 kc-250W

Nationally Represented
By
HEADLEY-REED COMPANY

NEW YORK
CHICAGO
DETROIT
ATLANTA
SAN FRANCISCO
HOLLYWOOD
NEW ORLEANS

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING TELECASTING ...at deadline

Closed Circuit

WHILE NAB committee hasn't yet despaired of landing Niles Trammell to spearhead new million dollar Broadcast Advertising Bureau project as board chairman, preliminary conversations indicate his unavailability. He is strong for project, but his commitments to NBC, and desire of his family and friends that he should do less rather than more, believed to preclude acceptance even on temporary basis. Quest continues for big name active in radio.

WHY THAT deafening silence on what manufacturers will do on FCC ultimatum that they signify intention of manufacturing "bracket" sets which also would accommodate CBS color TV? With Sept. 29 deadline upcoming, not single major producer has yet indicated positive intentions. One reason, according to informed opinion, may be that if organized group, such as RTMA, turned thumbs down, there might be open-shut anti-trust action.

ALTHOUGH THERE'S dearth of comment on outcome of color situation, whispered speculation abounds. Telecasters—save those tied closely into CBS—are insistent nothing but compatability will do. There's talk that at least one and possibly more top independent manufacturers will go for CBS under forced draft. And there's question what CBS system would do with RCA tri-color tube or with Lawrence-Paramount electronic color tube.

FLORIDA CITRUS COMMISSION early this week expected to confirm extensive radio and television spot campaign which its agency J. Walter Thompson, New York, recommended.

THAT Jean Muir incident might not have happened had it been handled through charted channels. Although you can't get anyone to say so, it's learned authoritatively that subordinate at Young & Rubicam, filling in for responsible executive unavailable at time, handled matter as routine talent shift, after receiving initial complaints. When story hit headlines, account—General Foods Corp.—was forced to back up action.

ALTHOUGH Muir incident has been played up as spontaneous development, it's no secret networks have been concerned about possible explosion for more than year, and not because of "Red Channels" alone. They have tried to avoid "black list" but have found personnel screening extremely difficult problem because of talent buying done by agencies and accounts. They're hopeful of evolving effective affirmative policy soon.

IN THINKING STAGE within President's temporary Communications Policy Board is possibility of recommending creation of high-level communications policy agency within government on permanent basis. Idea was subject of discussion at two-day Washington meeting which ended Friday, is due for further study when board meets again Oct. 10. Board is headed by Former FCC Comr.

(Continued on page 94)

Upcoming

Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Col.
Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.
Sept. 18-20: Financial Public Relations Assn. Convention, Hotel Statler, Boston.

(Other Upcomings on page 72)

Bulletins

JACK BENNY signed to four 60-minute CBS-TV New York shows beginning Oct. 29 for American Tobacco Co., his radio sponsor. Variety format being completed for programs, to be spaced eight weeks apart. Mr. Benny's Hollywood program to be tape-recorded in advance to permit him to appear on telecasts.

PRESIDENT Truman Friday signed bill (HR 8726) exempting sound recordings used in radio-TV newscasts and newsreels from import duty. Legislation introduced by Rep. Aime J. Forand (D-R. I.) at request of Abe Schechter, MBS special events director.

ECONOMIC mobilization bill containing wage-price-rationing powers signed Friday by President Truman (see early story page 34).

PABST ACQUIRES RIGHTS TO SERIES OF FIGHTS

PABST BEER has bought radio and television rights to Joe Louis-Ezzard Charles heavyweight championship fight at Yankee Stadium, New York, Sept. 27 and will sponsor bout over CBS radio and television networks. Pabst reportedly paid $125,000 for rights.

All CBS radio and TV affiliates expected to carry broadcast. Non-interconnected TV affiliates will present it later by film recording. Warwick & Legler, New York, is Pabst agency.

Pabst also completed negotiations to present Wednesday night fights from New York, Chicago, Detroit and St. Louis over CBS-TV on weekly basis, for 34 weeks.

ANA RADIO DISCUSSION; WAYNE COY ON AGENDA

ONE of hottest topics scheduled for discussion at 41st annual meeting of Assn. of National Advertisers, Sept. 25-27 in Chicago, will be Radio & TV Steering Committee report urging reduction of radio rates in TV markets.

Subject will be reviewed by William Brooks Smith, advertising director of Thomas J. Lipton Inc. and chairman of ANA radio and television group, during first day of sessions. Wayne Coy, FCC chairman, also scheduled to speak. ANA meeting will be held at Chicago's Hotel Drake.

LATHAM HEADS WKRC-TV

U. A. (JAKE) LATHAM appointed general manager of WKRC-TV Cincinnati by Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc. which also operates WKRC-AM-FM and transit. Position formerly held by Mr. Taft. Mr. Latham has been general sales manager. He joined WKRC in 1935, was named local manager in 1941, and joined WKRC-TV in 1949.

Business Briefly

MAGAZINE SPOTS ● *Ladies Home Journal* planning spot announcement campaign starting Sept. 27 in 18 markets. Agency, BBDO, New York.

P&G MAY EXTEND ● Procter & Gamble, Cincinnati, understood planning to expand spot campaign for Joy detergent into eight more cities. Agency, Biow Co., New York.

PRUDENTIAL PROJECT ● Prudential Insurance Co. of America, through Calkins & Holden, Carlock, McClinton & Smith, New York, understood to be readying sponsorship of hour-long dramatic show on CBS-TV, 8 p. m., Tuesdays. Show which will be opposite Milton Berle on NBC-TV, will probably start mid-October, to coincide with company's 75th anniversary.

KSO TO PETRY ● Edward Petry & Co. last week announced its appointment as exclusive national representative of KSO Des Moines, CBS affiliate.

REVERE FORUM ● Revere Copper & Brass, New York, to sponsor television version of *Meet the Press* starting Oct. 8 on NBC-TV Sun., 4-4:30 p.m. Agency, St. Georges & Keyes, New York.

DEVENY NAMED ● Deveny & Co., New York, announces its appointment as station representative for WCNX Middletown, Conn. and WHYU Newport News, Va.

SUPER-BAB CALLED ANSWER TO CRACKING BIG ACCOUNTS

WELL-FINANCED Broadcast Advertising Bureau supported 100% by industry can crack big radio accounts and supply answers to competing media and claims of Assn. of National Advertisers, Allen M. Woodall, WDAK Columbus, Ga., and NAB District 5 director, told NAB District 13 meeting Friday at San Antonio (early story page 20).

Mr. Woodall, as member of NAB board BAB Committee, called on industry to adopt attack as best defense in media battle. Lee Hart, BAB assistant director, urged stations to exploit retail trend toward coordinated advertising. Charles A. Batson, director of NAB TV Dept., reported on progress of TV stations.

Friday resolutions endorsed BAB project urged prosecution of Broadcast Audience Measurement and full development of industry-owned rating service.

TRUMAN TELECAST FROM DESK

FOR first time in history President of United States was scheduled to speak to the people Saturday, Sept. 9, by radio and television from his personal desk in White House Executive Offices. Previous pickups have been from motion picture projection room or Oval Room in White House. President was to report to nation and world on controls to be applied in economic mobilization program. Program scheduled 10:30-11 p.m. Friday of previous week President Truman had addressed people on Korean war.

it's the 5th on the 15th

The secret is out. AVERY-KNODEL is 5 YEARS OLD on the 15th OF SEPTEMBER.

Five years of representing one of the greatest group of stations in the country is not much, chronologically. But, A-K is awfully proud of the *growth* of those stations and the part it has had in that growth.

Five years of serving America's time-buying agencies is not a *long* time. But *length* of service is not as important as *quality* of service. And agencies in all parts of the country have rated AVERY-KNODEL among the *leading station reps.*

Five years is a deceptive figure if measured in average performance. But, AVERY-KNODEL is never satisfied with average performance. That's why some of the country's smartest stations are turning to . . .

Avery-Knodel, inc.

New York • Chicago • Atlanta
San Francisco • Los Angeles

KGGM	Albuquerque
WGAC	Augusta
KERO	Bakersfield
WKBW	Buffalo
WAYS	Charlotte
WJJD	Chicago
WSAI	Cincinnati
WMSC	Columbia
KDAL	Duluth-Superior
KFRE	Fresno
KILO	Grand Forks
WJEF	Grand Rapids
WCOG	Greensboro
WFBC	Greenville
KULA	Honolulu
KTHT	Houston
WMBR	Jacksonville
WKZO	Kalamazoo
WROL	Knoxville
WLOK	Lima
WIBA	Madison
WMAW	Milwaukee
WDGY	Minneapolis
KOMA	Oklahoma City
WIRL	Peoria
KOIN	Portland
WFCI	Providence
WHBF	Rock Island-Quad Cities
KROY	Sacramento
KALL	Salt Lake City
KVSF	Santa Fe
KJR	Seattle
KMA	Shenandoah
KSOO	Sioux Falls
KTUL	Tulsa
WRUN	Utica-Rome
WBRY	Waterbury
KXEL	Waterloo
KFBI	Wichita
WILK	Wilkes-Barre

INTERMOUNTAIN NETWORK

WMBR-TV	Jacksonville
WKZO-TV	Kalamazoo
	Battle Creek, Grand Rapids
WHBF-TV	Rock Island-Quad Cities

XUM

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

PROVED FOR 3 YEARS!...

RENEWED FOR 6 YEARS!

"THE CISCO KID"

AMERICA'S GREATEST SALESMAN!

Pays off with the very first broadcast!

Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) say: "The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Roy L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!

This **low-priced** ½-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.

FREDERIC W. ZIV COMPANY
Radio Productions
1520 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Through this portal . . .

passes

$112,000,000

If those digits dance like spots before your eyes—well that's it—the volume of national spot last year. (In 1950 it's going to be 10% up).

It's the business sold to astute advertisers by those Evangelists of the Ether, those Paragons of the Presentation—the station representatives. (Cable Address: *Sta-Rep*). To those advertisers who require flexibility, ubiquity, tailored coverage to fit any distribution picture, your *Sta-Rep* has the answer.

Your *Sta-Rep* is a specialist in this post Chic Sale era. He can recite those BMB's for his list, county by county, hamlet by hamlet. He knows the number of radio homes in each square mile of each station's territory. He knows how many of those homes have inside plumbing.

And he knows, as well as he knows your rate card, or the story about the farmer's daughter. . . .

Spot announcement on back page

XUM

JOHN BLAIR & COMPANY
BOLLING COMPANY
BRANHAM COMPANY
FREE & PETERS INCORPORATED
HARRINGTON, RIGHTER & PARSONS, INC.
HEADLEY-REED COMPANY
INDEPENDENT METROPOLITAN SALES
THE KATZ AGENCY
JOS. HERSHEY McGILLVRA
JOHN PEARSON COMPANY
EDWARD PETRY & COMPANY
RADIO SALES
PAUL H. RAYMER COMPANY
SEARS & AYER, INCORPORATED
WEED & COMPANY
ADAM J. YOUNG INCORPORATED

. . . *farmer's daughter*

that consistent display space by the stations he represents, opens doors for all agencies and advertisers in the sale of [illegible] air-conditioned era.

And that's why nearly all of the [illegible] exclusively in the pages of Broadcasting • Telecasting—in fact, more than in all other trade papers combined.

WASHINGTON HEADQUARTERS
870 National Press Building
Telephone: Metropolitan 1022

Maury Long, Business Manager
Winfield R. Levi, Ass't. Adv. Mgr.

NEW YORK OFFICE
488 Madison Avenue
Telephone: Plaza 5-8354

S. J. Paul, Advertising Director
Eleanor R. Manning

CHICAGO OFFICE
360 N. Michigan Avenue
Telephone: Central 6-4115

William L. Thompson, Manager

HOLLYWOOD OFFICE
Taft Building
Telephone: Hempstead 8181

David Glickman, West Coast Mgr.

new business

SILICONE PRODUCTS OF AMERICA, Cleveland (furniture and auto polish), names Palm & Patterson, same city, to direct advertising. Radio will be used.

MAISEY-BRISTON SHOE Co., Rochester, N. Y., names Storm Adv., same city. TV will be used.

CAMPBELL SOUP Co., New Toronto (canned soups), starts five day-time half-hour transcribed programs weekly for 39 weeks on 12 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

AMERICAN TELEVISION Inc., Chicago, names Turner Adv., same city, to direct advertising. Radio-TV to be used.

WARING BLENDER (mixer) planning TV test, to go nationwide if successful. Agency: Grant Adv., N. Y.

ATLAS PRAGER BREWING Co., Chicago, sponsors complete Chicago Cardinals schedule on WCFL same city. Station carries games exclusive.

CIRCUS Corp. (fruit punch) appoints H. W. Kastor & Sons, Chicago, to direct advertising. Test campaigns underway in Indianapolis, Columbus, Grand Rapids and Detroit. Radio being used. National campaign planned for 1951.

WISEMAN'S APPLIANCES, Richmond, Calif., appoints Bill Vernor Adv. Agency, S. F. Radio-TV will be used.

MAPLE LEAF MILLING Co., Toronto (Monarch flour), starts local quiz programs ranging from five minutes to quarter hour, and from three to five weekly on about 30 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

Network Accounts . . .

U. S. COAST GUARD resumes series from Coast Guard Academy, New London, Conn., NBC, Sat., 1:30-2 p.m. GEORGE F. FOLEY Jr. will produce and JAMES LISTER will direct. Agency: Cecil & Presbrey, N. Y.

NATIONAL ASSN. OF RETAIL DRUGGISTS sponsors *Cavalcade of Stars*, DuMont TV, Sat., 9-10 p.m., effective Oct. 1. Agency: Product Adv. Corp., N. Y.

KUDAHY PACKING Co. (Old Dutch Cleanser), renews for fourth year, *Nick Carter*, half-hour program, Sun., 6:30 p.m., MBS. Agency: Grant Adv., Chicago.

ARNOLD BAKERS, Rochester, N. Y., will sponsor *Life Begins at 80* on ABC-TV Wed., 8-8:30 p.m., beginning Oct. 4. Agency: Benton & Bowles, N. Y.

GENERAL MILLS, Minneapolis, starts *Armstrong of the SBI* (Scientific Bureau of Investigation), ABC, Tues., Thurs., 6:30-6:45 p.m., CST. Agency: Knox Reeves, Minneapolis.

WILLIAMSON CANDY Co. (O Henry bars), Chicago, renews *True Detective Mysteries*, Sun., 5:30-6 p.m. over 512 MBS stations. Agency: Aubrey, Moore & Wallace Inc., same city.

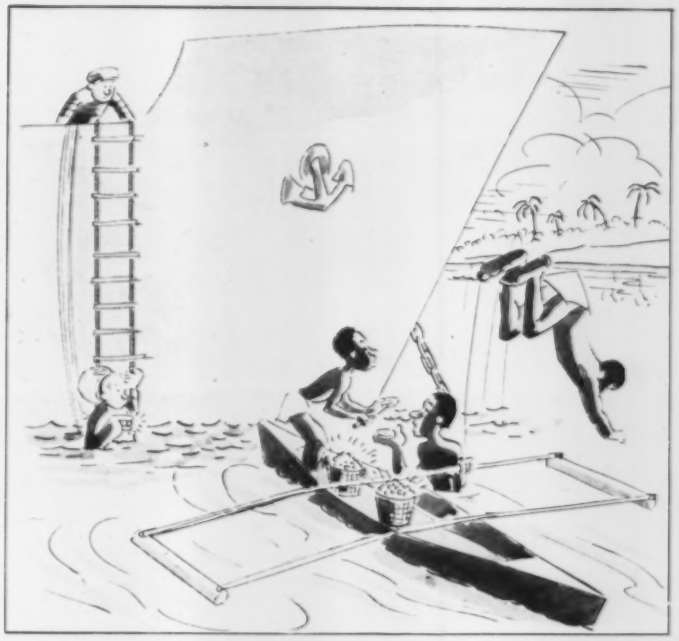
PACIFIC COAST BORAX Co. renews for 52 weeks *The Sheriff*, dramatic half hour program, Fri. 9:30 p.m., ABC. Agency: McCann-Erickson Inc.

BROWN & WILLIAMSON TOBACCO Corp. (Raleigh cigarettes and pipe tobacco), renews Tues. 9:30-10 p.m. CDT time period on NBC. *Life In Your Hands*, now aired, to be replaced Sept. 19 with *People Are Funny*. Firm also orders recorded repeat on Sat., 7:30-8 p.m., EST, for eastern NBC network. Agency: Russel M. Seeds, Chicago.

CALIFORNIA FARM BUREAU FEDERATION signs for 15-minute, five-weekly, 52-week farm service show on California stations of Mutual-Don Lee Network. Agency: West-Marquis Inc., S. F.

VASELINE Mfg. Co. (Vaseline cream hair tonic), adds three stations to those already carrying TV series, *Greatest Fights of the Cen-*

(Continued on page 17)



TAKE A TIP
FROM THE NATIVES..

They Know Where to Find Pearls!

There's no jumping in over your head to draw blanks when you buy WGST—The station preferred by Atlanta's smart businessmen. WGST has more local business than any other Atlanta station. Top ABC shows plus "home town" programming puts the "Pearl of the South" in your basket. Better get your share now!

WGST

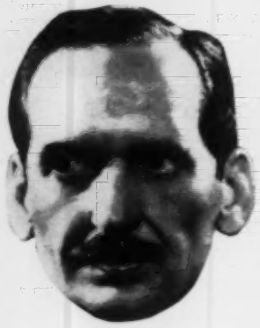
5000 WATTS AT 920 K.C.
ABC IN ATLANTA

FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR,
IN THE SOUTHEAST BY CHARLES C. COLEMAN

XUM

Richard Harkness



"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market beginning next week. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

This Monday through Friday position represents a brand new availability on WRC.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC — or National Spot Sales.

MONDAY THRU FRIDAY
11:15-11:30 PM

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

UTAH'S expansion and production problems and private enterprise's role in developing the West's industrial frontier are being brought to radio listeners by the Industrial Relations Council of Utah.

Comprised of two-score major manufacturing, mining and distribution firms, the council is utilizing nightly quarter-hour news commentaries featuring Paul Sullivan and originating on KALL Salt Lake City. The program also is heard over the other Intermountain Network outlets—KLO Ogden, KOVO Provo, KVNU Logan and KOAL Price.

In the five months he has presented the program for his industrial sponsors, Mr. Sullivan has taken a tape recorder or his notebook to such spots as the Kennecott open pit copper mine at Bingham, the Salt Lake Refining Co.'s oil-tank "farm" in Salt Lake City, stock-yards, railroad offices, power plants, foundries and fabricating and machine shops on the city's industrialized west side.

Mr. Sullivan also has interviewed Gov. J. Bracken Lee, city health officers, farmers, mine superintendents, smeltermen, shopkeepers and housewives. In all instances he has stressed industry's impact on the pocketbook of what was once chiefly a farming and retailing region.

Though he gives full coverage to the Korean war, world and national news, Mr. Sullivan does so in the light of the impact the day's events have on the economy and welfare of the region centering around Utah.

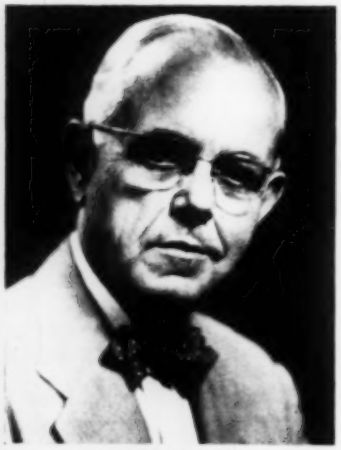
Mr. Sullivan (r) discusses production problems with Joseph Rosenblatt, president of Eimco Corp.

* * *

He and Jack Goodman, Intermountain Network news editor, prepare all scripts and handle all interviews. Commercial messages, provided for the council by Salt Lake City's Gillham Advertising Agency, are institutional in nature. The messages point out free competitive industry's role in present-day America.

The general public, as well as industrial leaders and state officials, have responded heartily to the nightly broadcasts, according to George C. Hatch, network president. Also commenting on the broadcasts, Leon Hampton, manager of the Industrial Relations Council, said: "The general public is developing a new awareness of the role private enterprise plays in furnishing jobs and the good things of life."

strictly business



Mr. CUMMINGS

"PROMISE only what you intend to do. And be sure to do what you promise." That is the philosophy of Harry Emmett Cummings, Southeastern Radio Representative, Jacksonville, Fla. He believes his good fortune to hold many accounts continuously can be attributed to that philosophy.

Born in Peoria, Ill., April 3, 1890, Harry was only four years old when his mother died. He spent the next 12 years with relatives in Illinois and Texas. Lacking parental guidance, he terminated his education with two years of high school. At that time he left the home of an aunt and from then on was "on his own."

His business experience has been varied. His first job was working

(Continued on page 44)

—and you'll discover you *don't have to pay the High Dollar* to cover Detroit. On WEXL you hit 99.6% of Motor City listeners—at a low suburban rate. Plus . . .

√ WEXL reaches over ½ the population of the State of Michigan

√ WEXL is Michigan's First Independent Station (26 years)

√ WEXL programs Music - News - Sports *when you want them*

Better "look on the other side" for High-Class Low-Cost Sell . . . on

WEXL
AM-FM

Phone Jordan 4-6523
National Representatives
HIL F. BEST
DETROIT
MICHIGAN

Listen

TO LIBERTY...
EVERYBODY DOES!

From coast to coast... everybody is listening to LIBERTY... the fastest growing network in America! They're listening to the top talent, the kind of top programming that is building *more* listenership every hour of every day. THIS FALL... they'll hear the top sports announcers on the air with the nation's best collegiate and pro football games ...they'll hear and talk about the most unusual and exclusive feature, news and music programs on the air!

These are just a few of the top programs available to your station through LIBERTY... giving you the *biggest listenership at the lowest cost in the nation.*

GET ON THE LIBERTY BANDWAGON NOW... AND ROLL INTO THE BIGGEST YEAR OF YOUR HISTORY!

LOOK... at this LIBERTY LINE-UP of

EXCLUSIVES!

***Exclusive!* NEW YORK YANKEE and NEW YORK GIANTS FOOTBALL**

The plums of pro football! No other sports on Sunday afternoons... and Gordon McLendon, the Old Scotchman, at the mike with the Yanks—Ted Husing with the Giants!

***Exclusive!* DOAK WALKER'S FOOTBALL FORECAST**

Famous three-time All-American giving football forecasts every Friday evening for 10 weeks!

***Exclusive!* ARMY FOOTBALL**

A Liberty ten-strike! Husing and the Army games give you the most sensational football package ever offered for cooperative sale!

***Exclusive!* LSU FOOTBALL**

Only major college football on Saturday nights!

***Exclusive!* CROSS WORDS AND SWEET MUSIC**

Crossword puzzles with music. Local sponsors, local prizes. A network show on a local level, already selling like hotcakes!

***Exclusive!* DISC JOCKEY'S ROUND-TABLE**

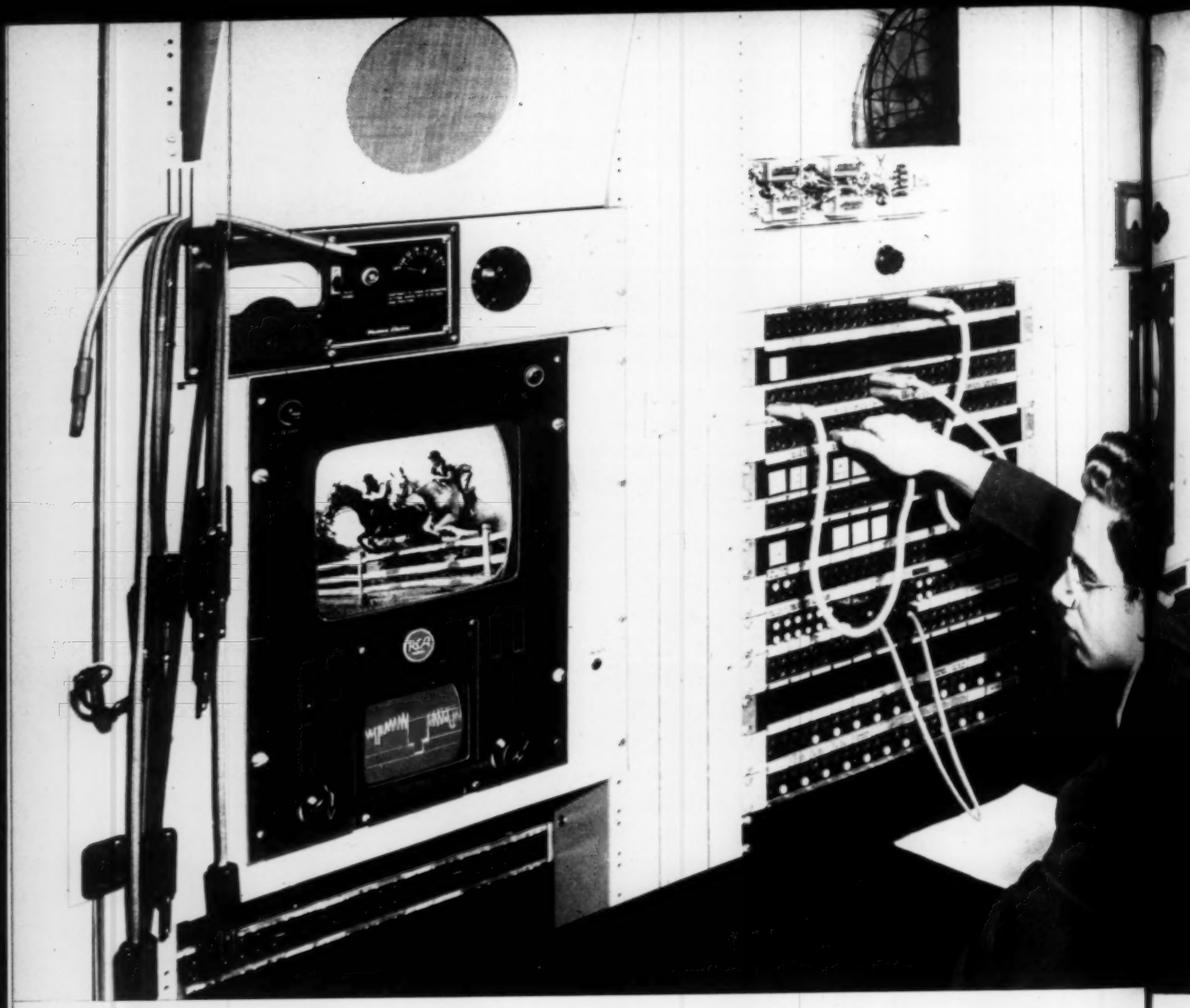
Top disc jockeys throughout America competing with each other for the most amazing and hilarious show on the air!

***Exclusive!* LIBERTY MINSTRELS**

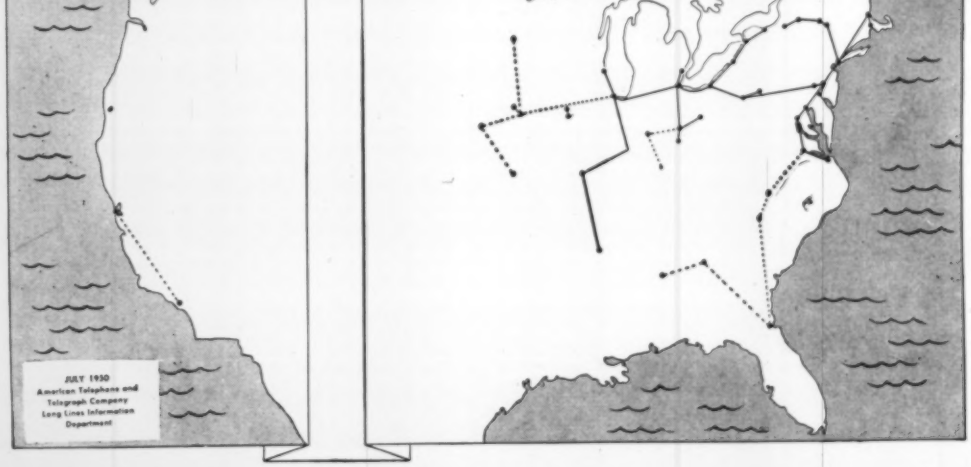
A full hour, 5 days a week with top all-star cast—16 piece live orchestra. First morning minstrel show ever presented!

LIBERTY BROADCASTING COMPANY

AMERICA'S THIRD LARGEST NETWORK



THE BELL SYSTEM'S TV NETWORKS



Bell System TV Network Routes

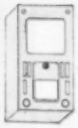
——— IN SERVICE

– – – – – PLANNED FOR 1951

XUM

MONITORING POSITIONS in the new TV network control center at the headquarters building of the Long Lines Dept., A. T. & T. Co., New York. Video and sound equipment at each position provide finger-tip control of the network channels interconnecting Manhattan's studios with Bell System's inter-city TV networks. The picture monitors are RCA!

-use 44 RCA Picture Monitors!



RCA Picture Monitor, TM-5A. Provides complete supervision of composite picture signals at every stage of video transmission.

12 in New York, 8 in Philadelphia, 1 in Detroit, 3 in Baltimore, 4 in Boston, 5 in Chicago, 1 in Buffalo, 6 in Washington, 2 in Albany, 1 in Toledo, 1 in Milwaukee.

And the Bell System is moving right ahead. By the end of 1950, network routes will include 15,000 TV-channel miles—reach more than 40 cities—provide TV program facilities to areas with populations adding up to 57,000,000 people!

RCA takes pride in supplying many of the picture monitors for this vast network of coaxial lines and radio relays—the system that makes network television practicable.

• • •

When *you* get ready to expand your operations, look to RCA for everything in the "specs"—complete station studios, fully-equipped transmitter rooms, film projector rooms, all field equipment gear, entire control rooms, "tailored" antenna systems.

Your RCA Broadcast Sales Engineer is at your service. Call him. Or write Dept. 19-IB, RCA Engineering Products, Camden, New Jersey.

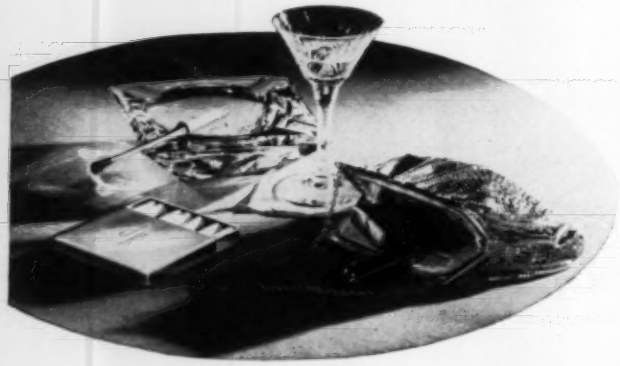
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal.

To a sponsor's wife who doesn't "know a thing about advertising, but..."



Darling, when you throw a party you know just where to look to rent a canopy (under "Tents," of course). Mr. Billingsley's electric eye at the Stork opens automatically when your entourage turns into 53rd street. Pancho at the Pierre gives you his old guitar strings. You understand *The Cocktail Party* and wouldn't be caught dead without tickets to the next Hammerstein opening. But when your spouse talks about markets and you're in there cat quick telling him to advertise only in the big cities, that's the time for you to samba back to Tiffany's.

Because, sister, big city markets exclude Iowa and that's unhealthy for your husband's business, whether he makes money bags or publishes text books. The nation's best customers grow on Iowa farms. In 72 of Iowa's 99 counties, farm families spend at least 50% more money than the national average. That's the heaviest concentration of big-spending farm counties in the U. S. And, in the book department, Iowa's literacy rating of 99.2% ranks first in the nation.

But agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4-billion-plus annual income of individuals.

Why tell you these things? Shucks, honey, unless you happen to be from Eastern Iowa you might not know what a fat job WMT does hereabouts. And, bless your cute little heart, somebody has to pay your bills. We're just trying to help you make it easy for Papa.

WMT
CEDAR RAPIDS

600 KC

5000 WATTS

Day & Night

BASIC COLUMBIA NETWORK

agency

ROBERT L. MOBLEY to Detroit staff Ross Roy Inc. as account executive in charge of Chrysler Motor Parts Corp. account.

JIMMY BLAIR, senior director-producer WOIC (TV) Washington, to Lamb & Keen Inc., Phila., in TV department.

RICHARD R. DUMIT, director of radio copy and programs Aylin Adv. Houston, forms Dumit Adv. Agency, 603 Avondale, Houston 6. Phone JA 1368.

FRANK BRUGUIERE, copy department, Biow Co., S. F., to copy staff Brisacher, Wheeler & Staff, S. F. Was partner, Avery & Bruguiere, S. F.

ALEX EVANS, account executive BW&S, S. F., becomes vice president and manager at L. A., succeeding **DONALD A. BREYER**, resigned to join Ted H. Factor, same city, as executive vice president.

O'NEILL RYAN Jr., vice president and director J. Walter Thompson Co., N. Y., resigns to devote full time to Rystan Co., Mt. Vernon, N. Y., of which he is president and a director.

CARL WILKINS, advertising and sales promotion manager Gerber Products Co. in Michigan, to Rhoades & Davis, S. F., as vice president.

DICK PARKER, writer-producer, to Smith & Bull Adv., Hollywood, as radio and TV director. Succeeds **DICK GARTON**, resigned to devote

on all accounts

WILLIAM H. EYNON, newly appointed director of radio and television for Dowd-Redfield & Johnstone, advertising agency, New York, started in radio as a salesman at the Yankee Network in 1930 after several years as a civil engineer with numerous power companies.

Five years later he bought WBSO Needham, Mass., moved the station to Boston and changed the call letters to WORL. As operator of WORL he introduced to Boston the format of broadcasting popular music for 55 minutes and then five minutes of news, every hour on the hour. Two years later he sold the station and returned to the Yankee Network as assistant to Linus Travers, vice president and general manager.

In 1943 he joined the H. B. Humphrey Co., Boston, as radio director. Subsequently he moved to the agency's New York office as vice president in charge of radio and television.

While with that agency Bill sold network shows to the following: *The Christian Science Monitor*, The First Church of Christ Scientist, The Employers Group Insurance Companies of Boston, Waltham Watch Co. and The National Council of the Protestant Episcopal Church. In television, Mr. Eynon created the Saks 34th Street *Television Shopper* show.

Two months ago he joined the newly merged agency—Dowd, Redfield & Johnstone in New York. Among the active radio and television accounts that Mr. Eynon will supervise are Block Drug Co., James Art Greeting Cards, Stahlmeyer Meats, Bell-Ans and Colonial Airlines.

BILL

Mr. Eynon is married to the former Natalie Peterson. They have four daughters, Deborah, 16; Betsy, 14; Constance, 11; Susannah, 8. The family live in Cape Cod in a year round home of their own. Mr. Eynon commutes weekends. During the work-week he lives in a Manhattan apartment.

His hobbies are fishing in salt water, hunting ducks and sailing in his own sailboat.

He is a member of the Cape Cod Surf Casters Assn.

beat

fulltime to KTLA (TV) Hollywood appearances.

ZERBE-PENN ADV. Co., Santurce, P. R., opens with **JOHN ZERBE**, vice president and general manager WKAQ San Juan, as president; **RICHARD PENN**, agency man in N. Y., and past manager Colgate-Palmolive-Peet branches in P. R. and Brazil, vice president. Address is P. O. Box 3686, Avenida Fernández Juncos 1264. Telephone 2-1242.

EVELYN WIGGINS, Roy S. Durstine Inc., L. A., to Guild, Bascom & Bonfigli, S. F., as office manager.

CHUCK SHIELDS, continuity department KRNT Des Moines, to copy and script writer Bozell & Jacobs, Omaha.

JAMES H. DAVIS, of agency bearing his name, to Wyckoff Agency, S. F., as account executive.

BRADFORD COLLINS, account executive McCann-Erickson, S. F., to Brisacher, Wheeler & Staff, S. F., in same capacity. Change effective Sept. 15.

J. WALTER THOMPSON Co. opened Florida office Sept. 1 to handle Florida Citrus Commission account. **JOHN H. FORSHEW** heads office, located at 711-12 Marble Arcade, Lakeland.

GARFIELD & GUILD, S. F., changes firm name to **SIDNEY GARFIELD & Assoc.** Address remains 45 Second St. Associates in new reorganization include **BILL MORRISON** and **JERRY SCHUEPBACH.**

HENRY QUEDNAU Inc., Tampa, Fla., elected to membership American Assn. of Advertising Agencies.

FORD SIBLEY, vice president Foote, Cone & Belding, S. F., to head publicity committee for this year's Community Chest fund drive in Northern California.

HENRY P. RITZ, partner in Schultz & Ritz, Portland, Ore., to George McNutt Adv., Oakland, as account executive.

CONSOLDATED ADV. AGENCY Inc., S. F., changes name to **RICHARD N. MELTZER Inc.** Address remains 785 Market St.

ADVERTISING Assn. of the West moves headquarters to 425 Bush St., S. F. Telephone remains Garfield 1-6868.

Network Accounts

(Continued from page 11)

tury. WTCN-TV Minneapolis-St.Paul, will carry it Wed. evenings; KPIX (TV) San Francisco, Sat. nights following wrestling, and KRLD-TV Dallas-Ft. Worth, Tues. night, 10 p.m. This makes total of seven spot markets for series in addition to Fri. NBC-TV network program. Agency: Cayton Inc., N. Y.

ELECTRIC Co's. Adv. Program renews *Meet Corliss Archer*, Sun. 9-9:30 p.m., CBS, effective Oct. 1. Agency: N. W. Ayer & Son Inc., N. Y.

PET MILK SALES Corp., St. Louis, renews *Mary Lee Taylor Show* from Oct. 21, and *Fibber McGee and Molly* from Oct. 24 on NBC. *Fibber McGee and Molly* returns Sept. 19 on Tues., 8:30-9 p.m., replacing Pet Milk's *Bob Crosby Show*, Sun., 9:30 p.m. Taylor show originates in St. Louis Sat., 9:30-10 a.m. Agency: Gardner Adv., St. Louis.

HOUSEHOLD FINANCE Corp. returns *People's Platform* to CBS-TV Sun., 6:30-7 p.m. CDT. Agency: LeVally, Chicago.

FAULTLESS STARCH Co., Kansas City, renews *Faultless Starch Time*, NBC, Sat., 10-10:15 a.m., CST, for 52 weeks from Oct. 24. Show originates at WLW Cincinnati on NBC split network of 53 stations. Agency: Bruce B. Bremer & Co., Kansas City.

ANIMAL FOUNDATION Inc., Sherburn, N. Y. (Hunt Club Dog Food), will sponsor *Bill Shadel and the News*, five-minute Sunday newscast over CBS, beginning Sept. 24. Agency: Moser & Cotins, N. Y.

SPOT BUYERS:
no matter what yardstick you use

WHAM is your best buy for Western New York

Reasons-why are legion. Here are just four, answering the most important questions that any time buyers will ask about a market and its coverage.

PENETRATION

WHAM's 50,000 watts on a clear channel provide BMB **primary** coverage of 15 counties—dominant superiority over any other Rochester station. And if you want only the smaller Rochester Trading Area, WHAM still offers dominant BMB superiority over any other Rochester station!

LISTENER LOYALTY

WHAM has been covering this area for 28 years, longer than anybody else! We know our audience; they know us. A whole generation has grown up listening to WHAM! To many a home, radio and WHAM are one and the same!

PROGRAMS

The powerful NBC line-up, plus exclusive WHAM franchises to such participation shows as "Cinderella Weekend," "Tello-Test," the "Answer Man," etc.—ideal for spot campaigns.

And it's the only clear channel upstate station with early morning and noontime programs beamed directly at the prosperous farmers, fruit growers, and dairymen in this rich farming area.

PRESTIGE

WHAM's Rochester Radio City is a showplace drawing more than 120,000 studio visitors yearly. When people in this area speak of leadership in radio, they speak of WHAM —first to bring AM, FM, and TV to Rochester!

WHAM

ROCHESTER, N. Y.

Basic NBC . 50,000-Watts . Clear Channel 1180 KC

Owned and Operated by Stromberg-Carlson Co.

REPRESENTED BY GEORGE P. HOLLINGBERY COMPANY

W-I-T-H AGAIN 1ST IN RADIO AUDIENCE*

RATES FOR 125 WORD SPOT ANNOUNCEMENT, CLASS A, ONE TIME

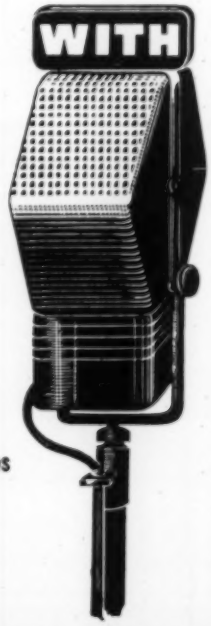
WITH **23.8** ----- **$16**

STATION **A** 23.6 (NETWORK) ------- **$55**

STATION **B** 21.4 (NETWORK) ---------- **$50**

STATION **C** 15.5 (NETWORK) ---------- **$70**

STATION **D** 9.6 (NETWORK) ---------- **$30**



COMPARE! COMPARE! COMPARE!

W-I-T-H, the BIG independent in Baltimore, had a BIGGER audience than any other station in town, including all four network stations! At W-I-T-H's low, *low* rates—what a bargain!

For full details, call your Headley-Reed man today.

*HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950; TOTAL RATED TIME PERIODS

BROADCASTING
TELECASTING

Vol. 39, No. 11 WASHINGTON, D. C., SEPTEMBER 11, 1950 $7.00 A YEAR—25c A COPY

HEAVY GRID SCHEDULES SOLD

Record Billings Assured

FOOTBALL billings promise to set alltime records as sponsors all over the nation are completing schedules that will bring leading college, professional and high school games to weekend radio and television audiences.

Despite spirited bidding for rights to games and increasing efforts by schools to get more money out of sponsors, the fall radio campaigns will include most of the major college contests.

Customary last-minute juggling and dickering by timebuyers was at a peak last week but another few days will find sponsors ready to announce complete schedules.

Still noticeable was an increased trend to sports networking by sponsors through independents and regional station groups [BROADCASTING, Aug. 28 football roundup].

Coast-to-coast, the highlights in the fall football scene look about like this:

● Atlantic Refining Co. plans greater radio-TV budget, setting its sights on extensive coverage in the East.

● Tidewater-Associated Oil Co. announces a full radio schedule, with TV arrangements still pending, in the West.

● Networks apparently holding their own. CBS' weekly roundup of college games will be sponsored by a national advertiser this year.

● Reappearance this fall of Chevrolet Dealers, Standard Oil of Indiana, and other traditional football sponsors.

● Sponsorship of Notre Dame games by American Trust Co. with feeds to more than 15 stations in the East and Midwest. More pickups, radio and TV, probably will be made of Fighting Irish games than of any other college schedule.

DuMont TV will telecast Notre Dame games again this year. Chevrolet Motor Division of General Motors will sponsor all home games over 23 stations. Network still has an eye open for sponsors of Yale-Princeton, Yale-Columbia games which are fill-ins for gaps created by Notre Dame games played away. After games, Colgate-Palmolive-Peet will sponsor *Football Chat*, a 10-minute summary.

CBS again will carry its three-hour weekend roundup of leading college football games with a sponsor. Beginning Oct. 7, R. J. Reynolds Co. (Camels) sponsors the 20-game series. Price for the package was about a quarter million dollars. Connie Desmond will handle description.

On television, Esso Standard Oil Co. will sponsor 18 Army, two Navy and one Columbia games over 21 CBS stations. Red Barber, CBS sportscaster, will handle games on TV.

MBS reports co-op sponsorship of games from all over the country with Ohio State's schedule predominating. Mutual also plans a pickup of the Michigan-Army game to be played at Yankee Stadium. Network reports Gillette Razor Co. probably will pay the bill for exclusive Army-Navy game coverage although the contract is yet to be signed. R. J. Reynolds Co. also will sponsor five-minute roundups before and after the *Game of the Week* series. All Mutual stations will be fed.

NBC radio football coverage has not yet been set. NBC-TV reportedly plans a three-pronged coverage of Eastern football. Home games of Pennsylvania at Philadelphia; Harvard at Cambridge, Mass., and Princeton at Princeton, N. J., totaling 21 contests, are expected to be covered by NBC cameras. To facilitate handling, regional relays probably will be set up with some games carried into the Midwest. Some 16 stations will carry the telecasts, sponsored by Atlantic.

Sylvania Products Co. sponsors football on ABC radio, starting Sept. 30 with the North Carolina-Notre Dame tilt. Schedule includes outstanding games, according to pre-season estimates.

ABC-TV as yet has to obtain a sponsor for its coverage of Penn's seven home games. On Sundays, Sun Oil Co. foots the bill for National League pro football games, beginning Sept. 16. Network's hour long film Thursday

(Continued on page 80)

SINCLAIR dealers (Gary, East Chicago and Indiana Harbor, Ind.) conclude arrangements for Big Ten coverage over WWCA Gary. L to r are Bill Sykes, dealers' general manager; James P. Fitzgerald, WWCA account executive; Hal Holman, WWCA national representative; V. L. Brophy, Sinclair's midwest merchandising executive, and his assistant, J. E. Bardone.

SOONERS' GRID ROW

Regents Stymie Sponsor Plan

A POLITICAL tempest erupted in Southwest radio and sports circles last week as the U. of Oklahoma board of regents balked at plans calling for broadcast rights to its football games under sponsorship of the Oklahoma Democratic Party.

After several days of conferences and political party maneuvering, Joseph Bernard, vice president and general manager of KOMA Oklahoma City, told BROADCASTING he believes the Democratic party will release KOMA from its contract if the university's regents formally reject the party as a sponsor. KOMA may offer an alternate sponsor, he said, adding that the station has no intention of participating in any squabbles between the university and the political parties.

Dr. George L. Cross, university president, stated that "broadcasts of university activities under political sponsorship will not be permitted by the regents." He added that the university's overall contract with KOMA was a "tentative" one subject to approval by the board.

Station officials later wrote to Dr. Cross and requested a meeting to resolve the dispute, which drew strong demands from Republican officials "for equal time." Floyd Carrier, State Republican chairman, had promised the protest will be carried "all the way up to the FCC if necessary."

James H. Arrington, Democratic Party chairman, said, however,

(Continued on page 93)

STANDARD Oil of Indiana again sponsors all Colorado U. football games for KOA Denver for fourth year in a row. L to r are T. J. Wolfe, firm's Colorado division manager; Ward Egbert, firm's assistant general manager; Starr Yelland, KOA sportscaster; Duncan McColl, KOA sales manager.

WFAA, KABC REJOIN NAB

At San Antonio Session

NAB'S current series of district meetings hit a high spot in San Antonio Thursday and Friday when Clyde W. Rembert, KRLD Dallas and District 13 director, told the district's annual meeting in San Antonio that two 50 kw Texas stations had returned to membership. The stations are WFAA Dallas [CLOSED CIRCUIT, Apr. 24] and KABC San Antonio.

With the association plannning a nationwide membership drive, the return to the fold of these outlets was hailed as a highly favorable portent.

A disturbing exodus of larger stations had taken place in the last year - and - a - half, including such stations as WOAI San Antonio; WBAL and WFBR Baltimore; KTBS Shreveport, La.; WNEW WOV and WQXR New York; WIP Philadelphia; KPRC Houston; WTMJ Milwaukee; WWJ Detroit; WKY Oklahoma City and KVOO Tulsa.

On top of that CBS and ABC withdrew as associate members last spring and then pulled out their O&O stations.

With fewer than 50% of stations enrolled as active members, NAB has been planning a campaign to swell its ranks. During the district meetings, board members have been contacting members and acquainting them with association services. William B. Ryan, NAB general manager, is planning to take several quick trips to contact key non-members.

In announcing the return of WFAA and KABC to NAB, Director Rembert told 114 Texas broadcasters at the Plaza Hotel, San Antonio, that he had invited non-members to attend for the explicit purpose "of demonstrating to them why they should be members of this association."

"I know NAB has not been a perfect association," Mr. Rembert continued, "but we are certainly making every effort to make it the kind of trade association you want. I want to see this state of Texas 100% in NAB."

NAB Highly Regarded

Favorable reaction to NAB has been noted at all the current district meetings, headquarters officials explain, with many members declaring they have been impressed by the sales presentation slide film prepared by the Public Affairs Dept. under direction of Robert K. Richards, director, and Jack Hardesty, assistant director.

This film is described as the first direct effort of NAB to promote its services to the members and acquaint them with the association's operations.

Mr. Rembert has been particularly active in membership work in his capacity as chairman of the NAB board's membership committee.

Mr. Rembert presided at his final district meeting, his term expiring at the 1951 NAB convention. A new director will be elected by mail in January, since Mr. Rembert is ineligible after two consecutive terms of service.

A resolution was adopted late Thursday voicing "rousing support for the NAB program and leadership in the present critical period."

Mr. Rembert was lauded by the district for his "tireless efforts" on behalf of the industry. He called for support of President Justin Miller and General Manager Ryan, terming them "a great team."

Several resolutions were adopted Thursday, with others scheduled for Friday action. Approval was voiced for NAB's proposal for an industry-wide study of radio rates and media costs, designed to answer the report by Assn. of National Advertisers calling for radio rate reductions because of TV audience inroads. Other resolutions endorsed NAB's board for pledging the industry's support of the national defense program and "heartily commended" appointment of Mr. Ryan as general manager.

Members of the resolutions committee were Charles Jordan, KFJZ Fort Worth; Ray Herndon, KTRH Houston, and Frank Punell, KCBD Lubbock.

Judge Miller reviewed defense activities. Robert Burton, BMI vice president, said BMI "last month broke down the last major citadel, the movies." Ralph W. Hardy, NAB director of government relations, cited NAB services to members. Richard P. Doherty, NAB employe-employer relations director, cited station operating cost data for the area. He advised broadcasters their work is of an "essential" nature and suggested they explain radio's role in public education and morale in time of conflict.

Hosts at a cocktail party Thursday evening were the San Antonio stations.

Texas AP Broadcasters Assn. meeting Wednesday night, elected Pat Flaherty, KPRC Houston, as president. Other officers elected were James Alderman, WRR Dallas, vice president, and Robert McDonald, KRGV Weslaco, secretary. Oliver Gramling, AP assistant general manager for radio, attended the meeting.

BANKHEAD SUIT

Settled for $5,000

TALLULAH BANKHEAD, who flew into a million-dollar rage a year ago because she claimed Procter & Gamble had insulted her shape—as galling an insult as you can throw at Miss Bankhead—last week had cooled off to such a low simmer that she settled her suit for $5,000.

Miss Bankhead in March 1949, sued Procter & Gamble, Benton & Bowles, CBS and NBC, for $1 million on the grounds she had been outraged by a singing commercial advertising Prell, a P & G shampoo.

According to her suit, filed in New York State Supreme Court, Miss Bankhead was "particularly aggravated" by the personification of "a tube as plaintiff."

The four defendants last week arranged a settlement with Miss Bankhead for $5,000. A spokesman for Procter & Gamble emphasized that the jingle was withdrawn from the air some time ago but that "the discontinuance was in no way an admission on the part of the defendants that the claims (of Miss Bankhead) were valid."

"Miss Bankhead signed the (settlement) agreement and accepted payment with that understanding," the spokesman said.

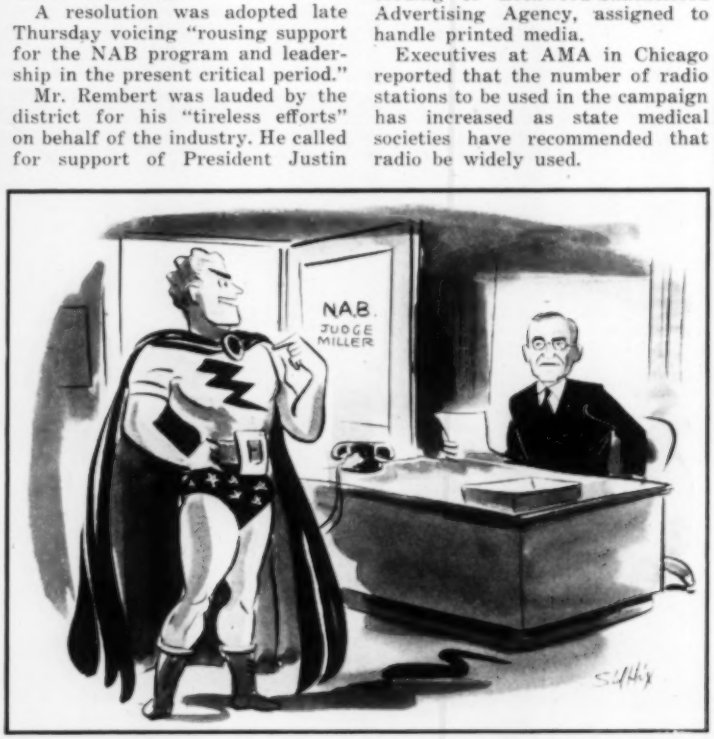
AMA SPOT DRIVE

To Use 1,600 Stations

IN FURTHERANCE of its voluntary health insurance drive, the American Medical Assn. may use spots on 1,600 stations covering the 48 states, Alaska and Hawaii, it was reported at Russel M. Seeds Co., AMA agency. Theme of the campaign, which will begin Oct. 8 and extend nearly two weeks, will be "the voluntary way is the American way."

AMA also plans to use up to 12,000 daily and weekly newspapers, 30 nationally circulated magazines, Sunday supplements in more than 150 newspapers and a score of trade publications, according to Lockwood-Shackelford Advertising Agency, assigned to handle printed media.

Executives at AMA in Chicago reported that the number of radio stations to be used in the campaign has increased as state medical societies have recommended that radio be widely used.



Drawn for BROADCASTING by Sid Hix

"I think I'm just what you're looking for to head the super-BAB, Judge!"

LeBLANC CORP.

Agrees To Stop Ad Claims

LeBLANC CORP., Lafayette, La., heavy user of radio time throughout the Southern states, has signed a stipulation agreement with Federal Trade Commission to discontinue certain representations concerning the therapeutic properties of Hadacol, its tonic and vitamin compound, FTC announced last Tuesday.

The stipulation did not specify broadcast continuities and was not based on any previous formal complaint, but commission authorities said the agreement would cover advertising representations in all media including radio. The company has advertised on as many as 200 stations throughout the South.

The firm, headed by Dudley J. LeBlanc, agreed to cease claims that its product has "any therapeutic value other than such as results from vitamin B1, B2" which it supplies; that it has any "dietary value except such as may result from those vitamins; that it assures "good health, restores youthful feeling and appearance, and does not contain drugs or influences health without the use of drugs."

LeBlanc Corp. also has launched a Hadacol road troupe to promote the preparation and reportedly has an advertising budget of about $400,000 per month covering radio, television and newspapers. Agency is Erwin, Wasey & Co.

A "free time" contest, held in September 1949, drew a number of station protests to Broadcast Advertising Bureau that they were solicited to merchandise the product by airing spot announcements without charge [BROADCASTING, Sept. 19, 1949].

HEADS of delegations to NARBA Conference pose at opening plenary session Wednesday (l to r): Keneth R. Ingraham and Alan D. Hodgson, Bahamas and Jamaica; Dr. Miguel A. Herrera, Dominican Republic; Dr. Jose Ramon Gutierrez, Cuba; Capt. John Cross and FCC Comr. Rosel H. Hyde, United States; Commander C. P. Edwards, Conference chairman, of Canada; Miguel Pereyra and Arturo Melgar, Mexico; G. C. W. Browne, Canada, and Conference Secretary Jean Millot. The further NARBA negotiations are being held at the State Dept.'s Washington offices.

* * *

NARBA PROBLEMS FACED ANEW

Reconvenes in D. C.

EFFORTS to devise a new North American Regional Broadcasting Agreement were resumed in Washington last week as the Third NARBA Conference was convened for its Second Session amid mutual protestations of friendship and assurances of cooperation.

Commander C. P. Edwards, Canadian deputy minister of transport, who was Conference chairman during the stalemated First Session at Montreal last September-December, was elected by acclamation to continue as presiding officer.

He told the opening plenary session Wednesday that he was "quite optimistic" about the prospects of reaching an agreement which would stabilize North American AM operations for the next five years—much more optimistic, he said, than at some points in the past.

Mexico Participates

The sessions saw Mexico participating for the first time—she was unable to take an active role in the Montreal phase—and a new drawing put her first in line for conference vice chairman when Bahamas-Jamaica secured permission to give up its own priority on the office. Cuba also resigned its right to name the chairman of the drafting committee, giving Mexico this privilege.

Wednesday's plenary session was followed by a series of committee meetings designed primarily to settle upon procedures. One of these was a U. S.-Cuba-Mexico meeting to work out a starting point for the difficult problem of negotiating channel allocations.

U. S.-Cuban differences were the principal stumbling-block in the Montreal sessions, which were recessed last December to permit bilateral conferences in search of a solution. These U. S.-Cuban sessions extended over several weeks and at one point appeared near success, but wound up in disagreement [BROADCASTING, March 27].

In addition to Cuba's demand—which the U. S. delegation considered too far-reaching—Mexico reportedly is seeking rights to four additional channels below 1000 kc, in accordance with the objectives she indicated at the 1947 Havana meeting of engineers in preparation for the NARBA conference.

She reportedly is willing to accept 540 kc as one of these channels and to exchange higher-channel rights or work out a "sharing" arrangement for the three others. She already is using 540 kc, which has been the subject of U. S. protest, and seems certain to encounter strong objections from U. S. stations on the sharing proposal.

Opposition Seen

Any Mexican effort to revive the so-called Gentlemen's Agreement—whereby the U. S. has put only daytime stations on certain Mexican channels—may be expected to draw the concentrated fire of the Daytime Petitioners Assn., composed of daytimers who are seeking full-time use of these frequencies. DPA President Howard Hayes of WPIK Alexandria, Va., and Leonard Marks, DPA Washington counsel, were on hand for the opening session.

In the address of welcome, Edward G. Miller, U. S. assistant secretary of state for inter-American affairs, expressed hopes that the delegates would "set an example for the peaceful, efficient, and friendly solution of international problems" and again "demonstrate our inherent belief that it is possible for intelligent and farsighted men to resolve their differences by amicable means."

He assured the conference that the State Dept. is "acutely aware of the importance of the problems of standard-band broadcasting in the pattern of our world interests."

Comdr. Edwards, conference chairman, conceded that though he was "quite optimistic" he realized the difficulties in the way of agreement. He said the 108 AM frequencies are "slices of cake" which are coveted by some 3,000 broadcasters, but that he felt the delegates should be able to find an equitable solution or else go home and stay at home.

Nations represented at the conference are the U.S., Canada, Mexico, Cuba, the Dominican Republic, and Bahamas-Jamaica. Haiti, the other NARBA signatory, notified officials she would not be able to participate.

Treaty Has Expired

The NARBA to be negotiated would replace the treaty which expired March 29, 1949. The First NARBA was signed in 1937 and became effective in 1941, continuing for five years, whereupon it was extended for three years.

Delegates to the current conference, based on State Dept. lists:

U. S.—FCC Comr. Rosel H. Hyde, chairman; Capt. Johns S. Cross, assistant chief of the State Dept.'s Telecommunications Policy Staff, vice chairman. Government advisers: James E. Barr, Benito Gaguine, H. Underwood Graham, Joseph M. Kittner, Bruce S. Longfellow, Chief Engineer Curtis B. Plummer, Ralph J. Renton, and Edgar F. Vandivere of the FCC; Raymond L. Harrell, Miss Florence C. Kirlin, Donald R. MacQuivey, and Charles Nolan of the State Dept.

U. S. industry advisers: George P. Adair, Washington consulting engineer; William E. Benns, Washington radio consultant; William Brennan, chief engineer of WVOK Birmingham; Eugene L. Burke, Washington attorney; Louis G. Caldwell, Washington attorney and counsel for Clear Channel Broadcasting Service; Comdr. T. A. M. Craven, Washington consulting engineer; A. Earl Cullum, consulting engineer, of Dallas; John H. DeWitt, WSM Nashville; William F. Duttera, NBC; R. Russell Eagan, Washington attorney; Andrew G.

(Continued on page 38)

MEXICO'S contingent included Miguel Pereyra (center), director of telecommunications; Arturo Melgar (r), and Jesus Montes de Oca of the Department of Communications.

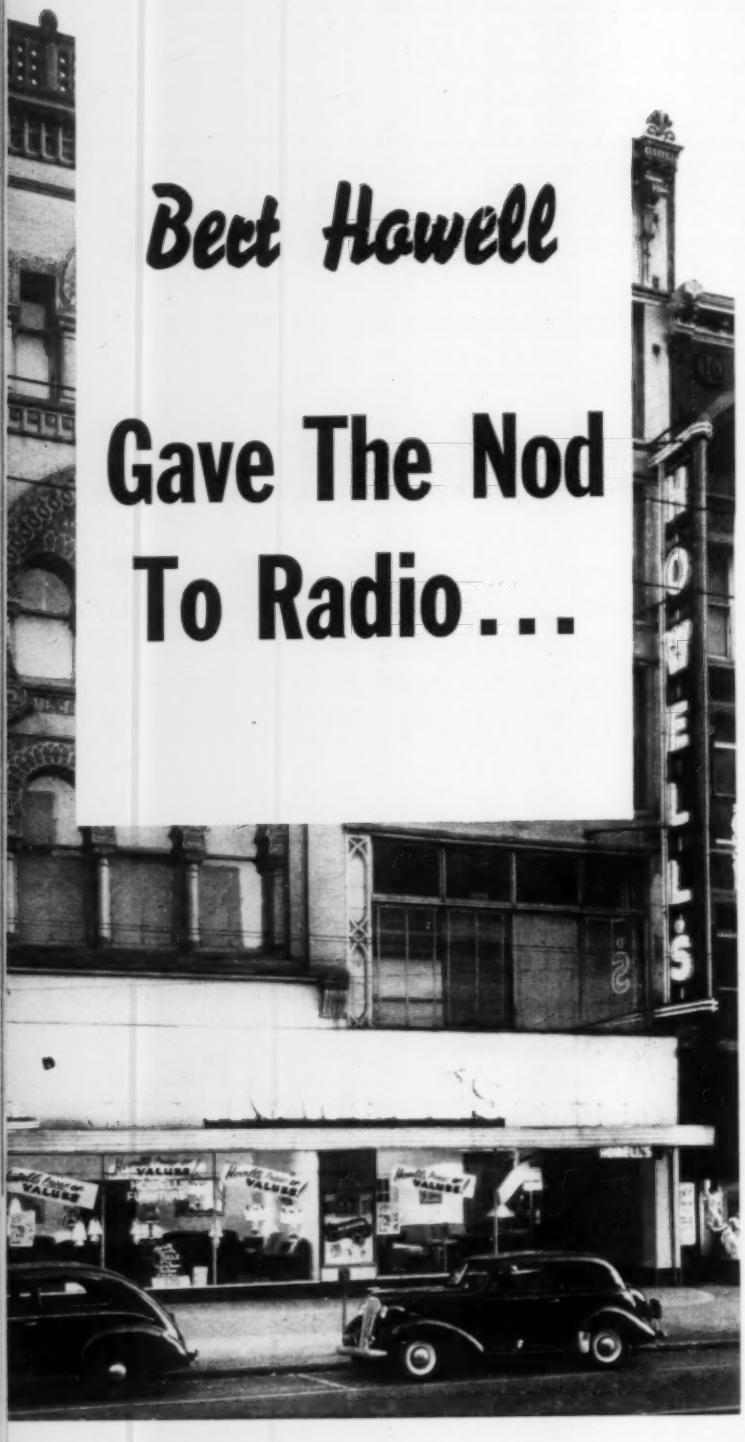
BAHAMAS and JAMAICA were represented by (l to r): Delegate Alan D. Hodgson; W. C. Thornton Cran, an observer; and Delegate Keneth R. Ingraham.

REPRESENTING the Dominican Republic were Dr. Miguel A. Herrera (l), first secretary of the Dominican Republic Embassy, and Technical adviser Francisco Martinez Alves.

CUBAN representatives included (l to r) Ambassador Luis Machado, a familiar figure at past NARBA conferences; Dr. Jose Ramon Gutierrez, head of the delegation, and Dr. Nicolas Mendoza, one of the leaders in the original NARBA movement.

ADDRESS of welcome at opening plenary session was presented by Edward G. Miller (l), assistant secretary of state for inter-American affairs, shown here with Jean Millot, Conference secretary.

XUM



Bert Howell Gave The Nod To Radio...

...And Touched off a Golden Decade For Howell Furniture Co.

THERE HAVE been many success stories written on the sales effectiveness of radio, but the story behind the Howell Furniture Co. of Louisville is perhaps one of the greatest of them all when you consider the progress achieved by the company during 10 years of advertising on WAVE Louisville. It's similar to the story of a man who started out on a shoe string and before long, thanks to his ingenuity, became owner of a shoe factory.

The man, in this case responsible for the advertising policy of the Howell Furniture Co., is Bert T. Howell, president of the organization, whose foresight and determination for success followed the excellent example set forth by his father, the late Clayton Howell.

The history of the Howell Furniture Co. began in May 1933 when, in the wake of the depression period, a partnership was formed between Clayton Howell and his son, Bert, marking the founding of a firm known as the Howell Auction & Storage Co. The firm comprised a staff of three employes whose business was devoted to the buying and selling of merchandise at auction, the storage of household effects, miscellaneous goods, equipment and whatever else anyone wanted to get rid of either by storage or sale. For approximately seven years small progress was made by the company and its future did not appear to offer any assured change for greater success. Well aware of the uncertain future of their business, Clayton and Bert Howell made a decision to begin dealing in new house furnishings. Name of the firm was changed to Howell Furniture Co.

Approached for Radio In 1940

In 1940, soon after the store changed its name, a representative of a local radio station approached the Howells, urging them to call attention to their line of household furnishings by radio advertising.

Bert Howell listened with keen interest, for only a few years before he had learned what could be accomplished by radio advertising exclusively. He formerly had been associated with Montgomery Ward & Co. in Shenandoah, Iowa, where he had watched the amazing results obtained through radio advertising by Henry Field Co. and Earl May Co. Bert Howell had been convinced of radio's effective selling power before the radio time salesman began his sales pitch, but it was a matter of deciding what type of radio advertising would work most successfully for their business. A meeting with the station representative and an advertising agency was arranged and, after discussing plans, it was decided that they take a trip to St. Louis and study the methods of radio advertising adopted there by several furniture stores. From the stores in St. Louis, which had successfully used radio for years, they learned the most results were obtained by using live hillbilly musical groups.

With this knowledge they returned to Louisville, and upon finding a program opening at WAVE, the Howell Furniture Co. signed a year's contract to sponsor Clayton McMichen and his Georgia Wildcats. "Cost of the one year contract on WAVE was more than the net worth of our entire company," states Bert Howell. "And when we signed that contract for radio we built a bandstand in our store, making it the point of origin for the daily noon broadcasts."

Series Is Innovation In Louisville Radio

It was the beginning of something new in Louisville radio inasmuch as a local company never before had tried a program of this type as the one and only means of advertising merchandise.

Mr. McMichen was known for his work as an entertainer and showman in a few remote areas, but he was something new to the bulk of his Louisville-area radio audience. He had two problems that faced him. First he had to sell himself to the public and then in turn sell his sponsor's products. From the start, his handling of the program was informal and down-to-earth and the arrangements of his catchy folk tunes quickly won the following of a large and loyal audience. Before long his theme song, "South," an old Dixieland number, was known throughout Louisville and every rural town and hamlet in the WAVE coverage area.

"Crowds which attended the broadcasts were tremendous," says Bert Howell, "and many sales were made before and after the broadcast. People would come from many miles to see the show. It was interesting to us that with this hillbilly advertising, 65% of our sales were rural. Although we knew the coverage of WAVE was approximately 150 miles, we didn't expect that we would receive business that distant."

That was the beginning of the

BERT HOWELL

Howell Furniture Co's. venture into radio. Clayton and Bert Howell had "shot the works," signing a year's contract for more than the whole company's worth, but they didn't consider it a gamble. To them it seemed to be a good, secure investment, destined to pay off in profits, and they were right!

"The only advertising used by our firm was the WAVE program," states Bert Howell, "and in the first year we increased our sales from $56,000 the previous year to $326,000 and increased our net worth 12 times."

The amazing success of the first year of radio advertising for the Howells confirmed their belief in the medium by far exceeding their greatest expectations. They knew that with radio, plus the type of program designed to draw a maximum number of listeners, as well as a large daily store audience, they could count on equally productive years to follow. Year after year they renewed their contract to sponsor Mr. McMichen on WAVE, and several years ago supplemented their half-hour noon broadcast with a morning program on WAVE, 6-6:45, with 15 minutes of *Church in the Wildwood*, 15 minutes of hillbilly records and 15 minutes of popular recorded music.

Live Talent Emphasized On Howell Shows

Although the Howells have added recorded music to their sponsored programs, they are of the strong opinion that live talent shows are by far the most productive for their radio advertising. The Clayton McMichen program is their continual crowd puller, bringing in farmers from out of town, visiting celebrities who have heard of the program's high rating and drawing power, and town people who make it a point to attend the broadcast. Commercials on the program are handled by Ed Kallay, WAVE announcer.

The years that followed its first contract on WAVE continued to be highly productive for the Howell Furniture Co. and in 1948 two auxiliary stores were opened. "Prior to the use of WAVE advertising our firm consisted of three employes," says Mr. Howell. "At the present time, we are operating 11 trucks and have 81 employes. The present day sales are approximately $1.5 million, with advertising expenditures of approximately $75,000 a year."

When WAVE-TV began its first commercial telecasts in Louisville, Bert Howell watched knowingly. He realized that with the added feature of demonstrating and picturing products, the great new medium could be used successfully for selling his merchandise. It was not hard to decide on the type of program he could effectively use for television, because the crowds that came daily to his main store to watch Mr. McMichen and his Wildcats supplied the answer. Those same people, and many more who perhaps were often unable to see him in person, would be well pleased to see their favorite on television.

* * *

On Feb. 7, 1950, the Howell Furniture Co. and Mr. McMichen teamed up for a weekly Tuesday, 7-7:30 p.m., television program on WAVE-TV. Background for the TV program was a huge photo mural of the city of Louisville with the Howell Furniture Co. marked with a white indicating arrow. Mr. McMichen played in the same style he had mastered in almost 10 years on WAVE and his television success was immediately assured. Noted for his ad lib remarks and original expressions, Mr. McMichen has stated: "For every man that wears a soup and fish tail, there's a hundred that wear overalls. So by granny, I feel I'm in a pretty good business."

To people unfamiliar with his stores, Bert Howell explains: "The fact that we have hillbilly advertising does not mean that we sell only low-priced merchadise. It is quite to the contrary and, surprising as it may seem, we find that we cater to the low middle and some high income groups. The majority of our trade is from the middle income groups."

10th Anniversary Plaque Awarded

June 1950 marked the 10th Anniversary of the Howell Furniture Co.'s exclusive radio advertising on WAVE and to celebrate the occasion WAVE presented Bert Howell with a bronze plaque commemorating "10 years of progressive radio advertising" by the Howell Furniture Co. The presentation was made on a special commemoration program on WAVE-TV by La Vell Waltman, WAVE sales representative, and formerly announcer of the McMichen broadcasts for eight years.

Bert Howell, proud of his 10th anniversary, was eager to pass on special benefits to his customers as a tribute to their loyalty throughout the years. It was decided that a big Radio Anniversary Sale be featured throughout the month of June with $1,500 in prizes offered to customers at each of the three Howell stores. In addition, each customer received a free autographed photograph of Mr. McMichen and his band. The sale was given heavy on-the-air promotion, and the combined results of WAVE's and Howell's efforts were rewarding. Following the June sale, the Howell Furniture Co. stores reported a 45% increase in sales as compared with the corresponding period in 1949.

After more than 10 years, the amazing productivity of radio advertising continues for the Howell Furniture Co., illustrating the great selling power of the medium. As a result of the firm's rapid growth, an advertising manager was hired recently to work in conjunction with the R. C. Riebel Advertising Agency, the local agency that handled the Howell account exclusively for many years.

That's the success story of the Howell Furniture Co., and should you ever need a radio booster, there's none greater than Bert T. Howell.

RWG, KELLEY FEUD

Ex-Member Fires Back

AN "urgent communication" from the Radio Writers Guild Eastern Regional Council in New York to guild members last week brought a fiery reply from former council members Welbourn Kelley and Daisy Amoury, BROADCASTING has learned unofficially.

The council said Mr. Kelley came to its July 25 meeting with three documents. The first, a resolution that the Authors League of America, parent body of the RWG, be urged to offer the League's cooperation in any "nonpolitical or educational capacity" to the U. S. government, was tabled. The second, the Council said, read: "The Council having refused to vote for or against cooperation with the . . . (government), now therefore be it resolved that in the present and continuing war crisis in which soldiers of the United States are fighting communist forces in Korea, the . . . (council) go on record as opposed to any cooperation with . . . (government) if such cooperation places the Guild or its members in opposition to communism."

"At this point," the council said, "the bad faith and lack of genuine conviction with which Kelley had brought his first resolution . . . became apparent." The second resolution was ruled out of order. Whereupon Mr. Kelley submitted the third document, his resignation, stating the council had refused to cooperate with the U. S. Government and he found such association "distasteful." Having tabled the first resolution because of its doubtful constitutionality, the council continued, it rejected his resignation because it "deliberately misrepresented the actual proceedings of the meeting."

Trade Press Report

Subsequently a report of the meeting appeared in a trade paper [not BROADCASTING], the council said, although Mr. Kelley had promised to "keep private and confidential all reference to his pending resignation." The report carried "allegations . . . to the effect that council is anti-Catholic and anti-American Legion." Whereas "the fact is that at a council meeting of July 11, 1950, in connection with reports by the fact-finding committee on blacklists, certain Catholic and Legion publications were cited for using smear material taken from or similar to that found in *Counterattack*. The reports of the fact-finding committee were made in accordance with the Guild's campaign to combat the growing danger of blacklisting in radio and television industries. This cannot possibly be construed as an attack on religion or on veterans' organizations."

Referring to the questionable constitutionality of Mr. Kelley's first resolution, the council said that "the Guild and the League have always kept themselves in a position to talk for all members in regard to working conditions. In this way Guild and League have maintained enduring national unity of purpose within a group of people of widely divergent political and social opinions." Only one member of the council knew of Mr. Kelley's resolution before the July 25 meeting, it said.

The council then cited the reso-

(Continued on page 36)

CBS salesmen confer with WBT and WBTV (TV) Charlotte sales staff on visit to stations during a southern trip. L to r: Keith Byerly, WBT-WBTV gen. sales mgr.; Bill Shaw, CBS; Wally Jorgenson, WBT-WBTV; Gil Johnson (seated), CBS; Jack Gainey, WBT-WBTV; Henry Untermeyer, Hal Davis and Al Shroeder, CBS.

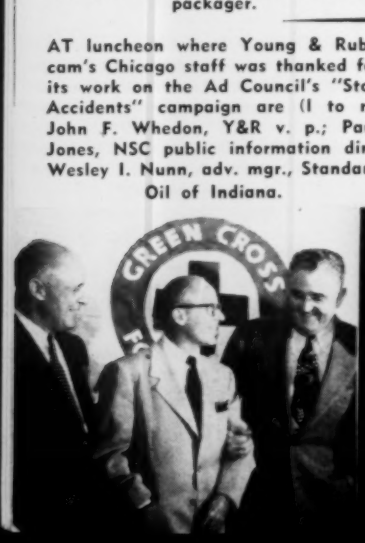
LEO BURNETT, president of the Chicago agency of the same name, gives his secretary, Mary Keating, a sock filled with 15 silver dollars on the agency's 15th anniversary. Each employe received the same gift at the agency's anniversary party.

AWARD of merit is presented to WBAL Baltimore for consistent programming of Army and Air Force recruiting show *Voice of the Army*. Dr. David E. Weglein (r), WBAL-AM-TV public service counselor, accepts award from Capt. Harry K. Rupert, Army public information officer.

DURING Hollywood visit, Edward G. Smith (r), radio program dir., General Mills, inspects applause meter used on NBC's *Live Like a Millionaire*, sponsored by firm. Others are (l to r) Jerry Bowne, NBC producer; Bob Morris, NBC engineer; John Reddy, Masterson-Reddy & Nelson, packager.

JOSEPH CURL (l) and Scott McLean (r), newest members of the New York sales staff of WLW Cincinnati, confer in Cincinnati with Harry Mason Smith, vice president in charge of sales of the Crosley Broadcasting Corp., WLW owner. They also will represent WLWT (TV) in New York.

AT luncheon where Young & Rubicam's Chicago staff was thanked for its work on the Ad Council's "Stop Accidents" campaign are (l to r): John F. Whedon, Y&R v. p.; Paul Jones, NSC public information dir.; Wesley I. Nunn, adv. mgr., Standard Oil of Indiana.



JENNINGS PIERCE (center) tries out some of the gifts presented him at a farewell party tendered him by NBC Hollywood staff when he left the network to become general manager of KMED Medford, Ore. Assisting are Sidney Strotz (l), v. p., NBC Western Div., and Lewis S. Frost, assistant to Mr. Strotz.

GEORGE NAMED

Succeeds Patt at WGAR, Krause Promoted

CARL E. GEORGE was named vice president and general manager of WGAR Cleveland last week [CLOSED CIRCUIT, Sept. 4]. He succeeds John F. Patt, who was elected president of The Goodwill Stations Inc. (WGAR, WJR Detroit, KMPC Los Angeles) nearly a fortnight ago [BROADCASTING, Sept. 4].

Although only 39-years old, Mr. George is a 17-year veteran at WGAR. The appointment elevates him from vice president and assistant general manager. In that capacity, Mr. George had been working closely with Mr. Patt as head of the station's sales department.

Mr. George

Also moved up at WGAR was Elmer M. Krause from secretary-treasurer to station director. The appointments, announced by Mr. Patt Sept. 5, were part of a general realignment of executive personnel begun with the election of Mr. Patt by the stations' board of directors. G. A. Richards, chairman of the board, is the stations' chief owner. Election of Mr. Patt and promotion of Worth Kramer to succeed Harry Wismer as vice president and general manager at WJR had been announced Aug. 28 by Mr. Richards.

Favorable editorial comment by the Cleveland *News* and the *Press* was registered following Mr. Richards' announcement. The latter paper said Mr. Patt "had it coming. He has been one of the city's most potent workers. . . ."

Referring to FCC hearings on charges that Mr. Richards allegedly ordered the slanting of news presented over the stations, the *Press* said: "No breath of criticism ever could be brought against the fairness, the alertness and public spirit of WGAR. It [the appointment] is good for Cleveland because in spite of his promotion, Patt will remain here. His club, charitable and civic activities are too long to list here. . . ."

Along the same vein of praise for Mr. Patt, the *News* said "his affable and aggressive radio history here dates back two decades during which time he has shown himself to be a shrewd judge of public tastes and a vigorous worker for civic projects. . . ."

Mr. George first learned radio at WALR Zanesville while still at college. He entered Cleveland radio after graduation, joining WGAR in 1934. He holds a law degree from Western Reserve U. Law School and is a member of both the Ohio State Bar and the Federal Communications Bar Assn.

Up from the ranks, Mr. George began his radio work in programming. He became program director in 1941; a year later he was made director of operations; assistant manager in 1943, and in 1948 he added vice president to his title. In 1945, Mr. George served as the station's correspondent in the Pacific.

Mr. Krause, 42, has been a member of the WGAR staff since the station's opening in 1930. Accountant and office manager, Mr. Krause in 1948 became secretary-treasurer. During the war he served as a major in the Air Force.

PROCUREMENT

New Gov. Buying Group Set

RESPONSIBILITY for purchase of strategic and critical materials and other emergency and special procurement programs will be concentrated in a new buying organization within the General Services Administration, GSA Administrator Jess Larson has announced. It will be known as the Emergency Procurement Service.

A. J. Walsh, deputy commissioner of the Federal Supply Service, will head up the unit as acting commissioner of emergency procurement, involving materials used in manufacture of electronics, communications and other related equipment. GSA buys materials under directives of the Munitions Board, which handles military requirements and the government's stockpiling program.

AD COUNCIL

Lauds Media Cooperation

THE Advertising Council last week announced its biggest "peacetime" year in history. Utilizing all media, the Council reports outstanding results in each of its 31 campaigns of the fiscal year, 1949-50.

Radio and television played a large part in the campaigns of such projects as American Economic System, American Heritage, American Red Cross, Armed Forces Prestige, CARE, Community Chest, Stop Accidents, United Nations Day, U. S. Savings Bonds and Forest Fire Prevention. Nationwide radio coverage was provided by network advertisers through the radio allocation plan, through sustaining programs on networks and by local stations. The advertising agencies as well contributed their radio creative talents.

The Council reports that total listener-impressions for the year were 15,264,070,000 on radio alone.

Television support of the cooperative campaigns has increased as its growth has boomed. The four TV networks, TV sponsors and local stations have requested and used the information provided in the Council's TV bulletins. Fall plans point to even greater television usage.

XUM

NEW ANTENNA MAKES WHO A FAR BETTER BUY THAN EVER!

WHO's Potential Nighttime Audience Increased 92.7%!

WHO will be operating soon with two new 50 kw transmitters (AM and FM), two new antennas, and a new 780-foot tower. Representing a $400,000 investment, this new equipment not only improves WHO's transmission, *but also brings two hundred thousand new people within WHO's .5 millivolt contour — nearly three million new people within WHO's nighttime fading zone!*

Here are the figures:

	BEFORE	NOW	INCREASE
Area Inside .5 Millivolt Contour (Square Miles)	84,500	89,000	5.3%
Population Inside .5 Millivolt Contour	3,890,000	4,100,000	5.4%
Area Inside Nighttime Fading Zone (Sq. Miles)	73,000	125,300*	71.6%
Population Inside Nighttime Fading Zone	3,162,400	6,096,300	92.7%

*Area of Iowa is 52,680 sq. mi.
Population figures based on 1940 Census.

NEW AM EQUIPMENT

WHO's new 780-foot tower, a 300-degree vertical-directionalized antenna, is the result of years of research and experimentation by WHO's Technical Research Laboratory. Before the equipment was actually built, a small model tower and antenna were erected and operated at ten times WHO's frequency. This model test made it possible for WHO's engineers to perfect the design and to determine exactly what the new equipment would do in terms of more effective transmission. The new antenna's design almost completely eliminates unusable radiation above 40 degrees from the earth and returns this energy to horizon levels.

NEW FM EQUIPMENT

A new 12-bay super-gain FM antenna has been installed near the top of the 780-foot tower. This antenna radiates 400 kw effective radiated power and is driven by a new 50 kw FM transmitter. Space has also been provided on the tower for possible future installation of a super-gain TV antenna.

WHO's major investment in new AM and FM equipment makes this station the most modern 50 kw operation in the U.S. — is proof of WHO's determination to provide its *listeners* with topnotch radio service . . . its *advertisers* with outstanding radio values.

The 1950 Iowa Radio Audience Survey† gives further evidence of WHO's leadership . . . reveals that WHO is "listened to most" by 37.5% of Iowa's radio families, daytime — 43.9%, nighttime.

Get all the facts about WHO, including a complimentary copy of the 1950 Survey. Write direct or ask Free & Peters.

†The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,215 Iowa families, scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general and the Iowa market in particular.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

NARROWCASTING Muzak Revives Former Plan

MUZAK Corp. revived its FM subscription radio proposal last week—a pay-as-you-listen technique suggested and then abandoned by the background music firm five years ago during FCC's general allocation proceeding. Its new name is "narrowcasting."

A distinct, new, nationwide FM service competitive to AM was seen as the potentiality for narrowcasting.

In support of its renewed proposal, Muzak explained FM broadcasting has failed to evolve as a distinct new service and nearly all 700 of the FM outlets now on the air are merely duplicating AM programming. Lack of economic support for FM and continuing withdrawal of FM operations also were cited.

The revived proposal was contained in a request filed with the Commission to amend an earlier Muzak petition seeking changes in the FM rules which would recognize the wireless "piped music" operations of some existing FM stations and also permit Muzak to abandon its telephone networks [BROADCASTING, Jan. 23]. Muzak contended this "beep" operation by some FM stations—the furnishing of a special non-broadcast service to paying customers via a supersonic signal multiplexed upon the regular FM program—is of questionable legality and hence seeks specific approval. Doubtful legality of transitcasting and storecasting also was cited as requiring classification.

If Commission consent were granted, Muzak indicated it proposed to negotiate with FM stations to channel its various background music services to paying customers via the "beep" technique. Muzak contended this would mean new revenue for FM stations, lower customer charges and extended operations. Muzak now has some 75 franchisers operating via telephone lines in some 200 cities in the U. S. and abroad.

Direct Payment

Muzak explained the narrowcasting service "would be paid for directly by the listening public instead of being paid for indirectly by purchasing advertised products." In operation, Muzak explained, "the plan involves the use of a simple, small patented device installed in the home radio receiver to filter out a sound superimposed upon the transmitted signals which would 'mark' the program, thus making it unavailable to FM receivers not equipped with this patented device."

The unadapted sets, when tuned to the narrowcast, would produce a "pig squeal" or other garbled sound while sets of subscribers equipped with the patented device would reproduce the program clearly.

The proposal originally was made by Subscription Radio Inc., a Muzak subsidiary. Muzak's new petition was filed by its Washington counsel, ex-FCC Chairman Paul A. Porter of Arnold, Fortas & Porter. The petition noted:

It would appear that the present use of FM frequencies for broadcasting has not developed a new nationwide service and that the Commission's acquiescence of the use of these frequencies for narrowcasting in its various forms and to selected groups of listeners does not give promise of the development of a full-scale FM service which would make the maximum and most efficient utilization of the frequencies involved. In brief, the present uncertainties in FM operations if not removed can only result in a patchwork system in which the majority of the licensees will continue merely to duplicate AM programs and the remainder engage in attempts to obtain supplementary sources of revenue by methods of dubious legality, all of which would appear to contribute to the continued degradation of the service.

Nationwide System

For this reason, Muzak petitioned FCC to adopt its narrowcasting or subscription radio proposal "in order that one or more FM stations in the principal markets will be permitted to enter into arrangements with Muzak and others to employ such a system on a nationwide basis. This would afford the opportunity for Muzak and others who desired to enter the field to promote actively the sale and distribution of FM receivers in the homes as well as commercial institutions and would provide a new distinctive service to the public in competition with existing broadcasting services now rendered by AM stations." Muzak contended only in this manner could the development of FM as a nationwide service be assured.

Everybody at the Fair knows WGR

● Hundreds of thousands *see* WGR in action at every big event during the year in Western New York . . . at parades, sporting events, exhibitions, public gatherings.

For example, Erie County's Fair . . . the *biggest* in New York State . . . keeps WGR in the public eye before record-breaking crowds of from 125,000 to 150,000 persons.

These continual public appearances boost WGR's high Columbia and local broadcast audiences ratings to levels which make WGR the outstanding "buy" for radio advertisers covering the prosperous Niagara Frontier.

WGR 550

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N.Y. *Leo J. ("Fitz") Fitzpatrick* *I. R. ("Ike") Lounsberry*

Buffalo's Columbia Network Station
National Representative, Free & Peters, Inc.

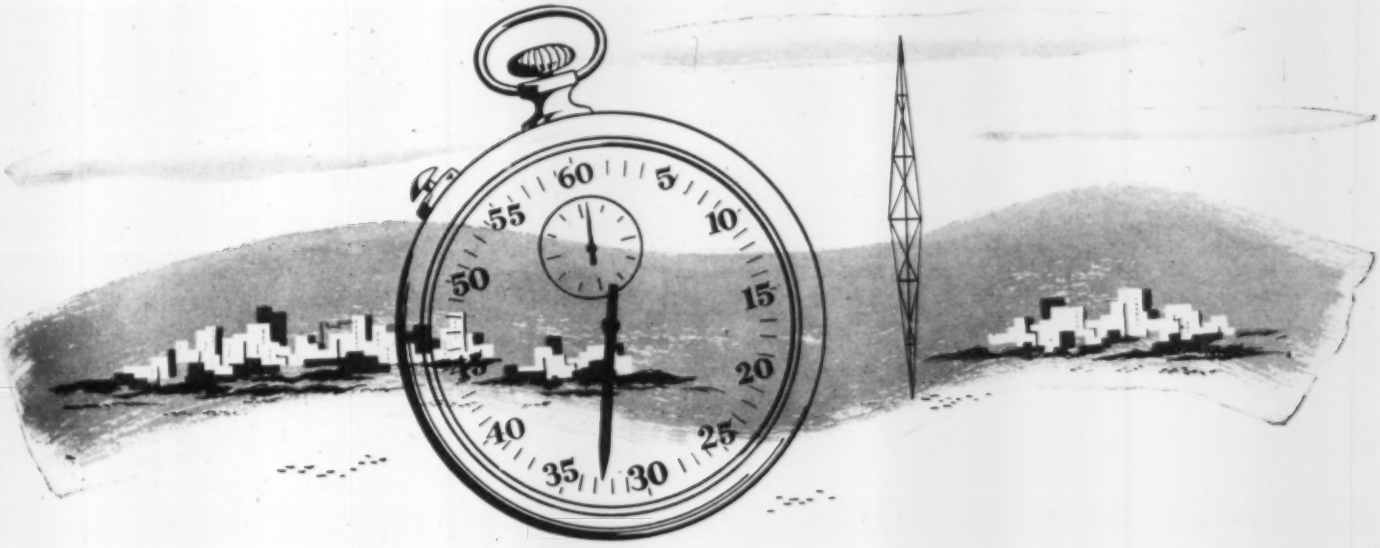
PER INQUIRY

Ex-Sponsor Makes Offer

PER INQUIRY offer has been submitted to stations by Mutual Benefit Health & Accident Assn. of Omaha, a former buyer of radio time. The offer was submitted on behalf of the company by Lon Shaw Advertising, New York. Continuity submitted by the agency calls on the audience to ask for information. Payment of $1.25 net per response (mail or phone) is offered.

It is understood the company authorizes co-op advertising for which it pays one-half. As one station manager pointed out: "Why should stations take a chance on PI when the company itself authorizes co-op advertising?"

KOA leads every station in Colorado-Wyoming 53% of the time



The Colorado-Wyoming Diary Study* presents *positive proof* that KOA delivers more people more hours each day than any other station in *both states.* Here's the story:

- KOA leads every station 276 quarter hours per week (53% of the time).
- KOA's afternoon audience is almost *three times* as large as the next station.
- KOA's evening audience is 60% larger than the next station.
- KOA has a larger audience in many periods than all other stations in Colorado and Wyoming *combined.*

If you have a client whose sales in Colorado and Wyoming are lagging, switch to KOA. No other advertising medium in either state will tell his story to so many people so effectively.

*Conducted by Research Services, Inc. April, 1950. Copies are available without cost from Radio Station KOA, Denver.

KOA
DENVER

Represented by NBC SPOT SALES
NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO

ELWOOD RESIGNS

Retained as NBC Consultant

JOHN W. ELWOOD, general manager of NBC's owned and operated KNBC San Francisco, last week announced his retirement effective Oct. 1.

Mr. Elwood

Mr. Elwood, who is a veteran RCA and NBC executive, will be retained by NBC as special consultant.

No successor has been named.

Mr. Elwood joined NBC in 1927 as assistant to the president, after serving as secretary of RCA for five years. In 1928 he became manager of the network's New York program department and two years later was elected a vice president.

In 1933 he resigned from NBC and for the next seven years served variously as director of radio of the Republication National Committee, as a public relations counsel and secretary of the Will Rogers Memorial Committee.

In 1941 he returned to NBC as manager of the International Shortwave Department. He was assigned to the network's San Francisco station, whose call letters were then KGO, in 1942.

Ad Women Course

THE 22d survey advertising course, sponsored annually by Advertising Women of New York, will open for registration Oct. 4. Lectures by advertising authorities will begin Oct. 9 and will be held every Monday evening for 24 weeks at the Waldorf Astoria Hotel Further details of the course will be released later.

PLAY PREDICTOR

Dr. Meier Develops Method

AUTHORS, actors, directors and other people involved in the presentation of stage and radio plays and movies may be saved a lot of worry and expense in the future.

Dr. Norman C. Meier, U. of Iowa psychologist, said last week he believes he has developed a scientific method for determining whether a proposed new production would be a hit or a flop. Reporting to the annual meeting of the American Psychological Assn. at Pennsylvania State College, Dr. Meier told of two years' tests with a machine he has developed for studying audience reaction to "every moment" of a play or script being tried on a test audience.

Referring to the economy involved, he said "from the experiments and test runs, it is evident that they [plays] are produced on an expensive scale."

ADVISORY GROUP

Elected by Manufacturers

FIRST steps to set in motion a manufacturers advisory service to work with top government policy officials in connection with electronics production were taken last Tuesday by the new Joint Electronics Industry Committee at a meeting in New York.

Set up Aug. 8 by Radio-Television Mfrs. Assn. and the National Security Industrial Assn., the committee elected Fred R. Lack, Western Electric Co., as chairman. The committee originally had been designated National Electronics Mobilization Committee.

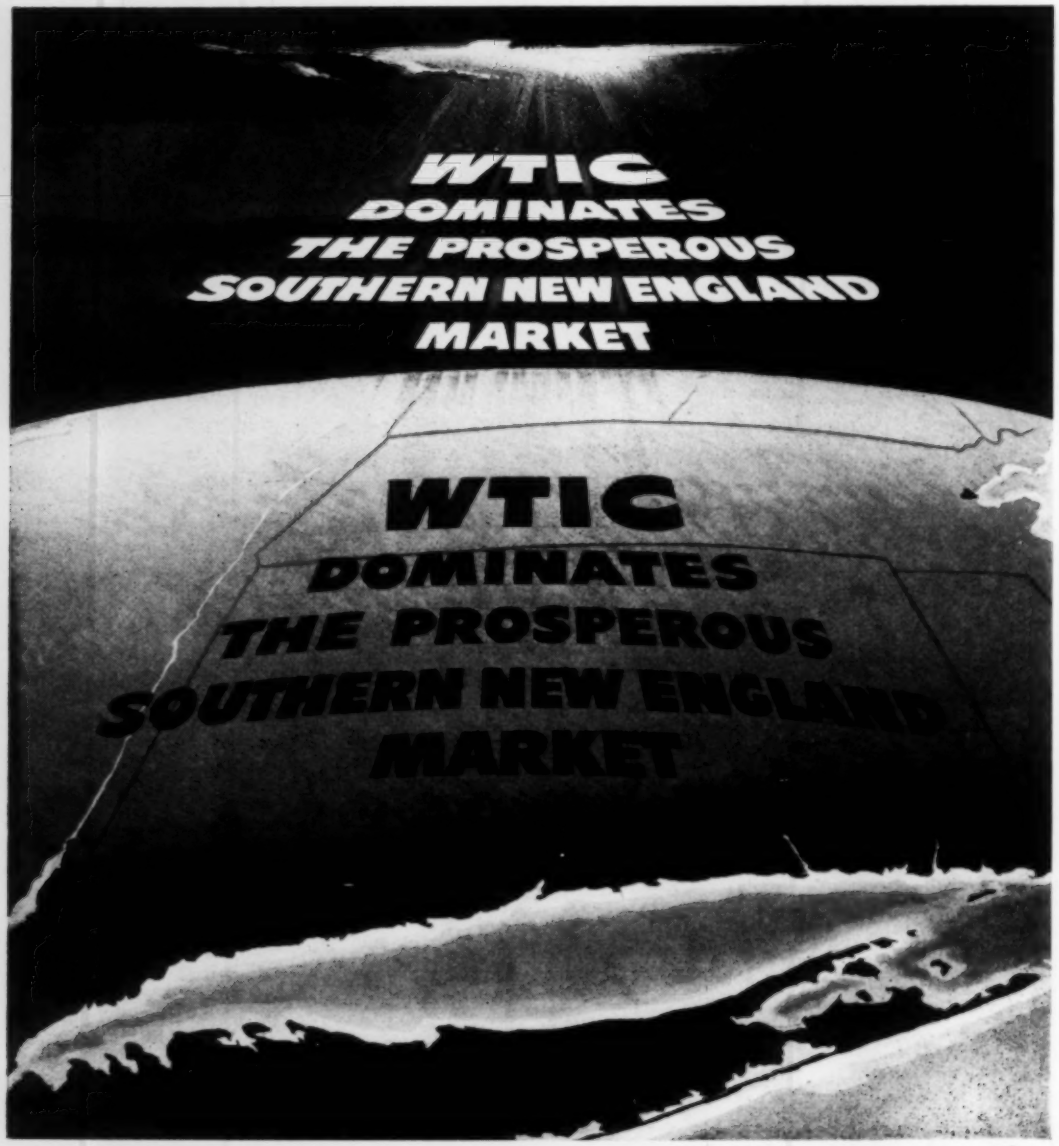
Other officers elected by the committee at its organization session were H. G. Beauregard, of Washington, secretary; Commodore J. K. Richards, executive director of NSIA, treasurer; Patterson Humphrey, NSIA, assistant treasurer; John L. Sullivan, former Secretary of the Navy and a member of the law firm of Sullivan, Bernard & Shea, counsel. Headquarters will be maintained at 804 Ring Bldg., Washington.

Committee Members

Besides Chairman Lack, members of the new joint committee are Benjamin Abrams, Emerson Radio & Phonograph Co.; C. F. Adams Jr., Raytheon Mfg. Co.; Dr. W. R. G. Baker, General Electric Co.; Max F. Balcom, Sylvania Electric Products Inc.; William Balderston, Philco Corp.; W. J. Barkley, Collins Radio Co.; Harold Buttner, International Telephone & Telegraph Co.; John W. Craig, Crosley Division, Avco Mfg. Corp.; Allen B. DuMont, Allen B. DuMont Labs.; Harry A. Ehle, International Resistance Co.; Walter Evans, Westinghouse Electric Corp.; Malcolm P. Ferguson, Bendix Aviation Corp.; Frank M. Folsom, RCA, and NSIA chairman; Paul V. Galvin, Motorola Inc.; R. E. Gilmour, Sperry Corp.; W. J. Halligan, Hallicrafters Co.; H. L. Hoffman, Hoffman Radio Corp.; J. J. Kahn, Standard Transformer Corp.; Arie Liberman, Talk-A-Phone Co.; W. A. MacDonald, Hazeltine Electronics Corp.; E. F. McDonald Jr., Zenith Radio Corp.; A. D. Plamondon Jr., Indiana Steel Products Co.; Ross Siragusa, Admiral Corp.; Ray F. Sparrow, P. R. Mallory & Co.; Robert C. Sprague, Sprague Electric Co.

Geddes Honored

BOND GEDDES, who retired Aug. 1 as executive vice president and secretary of Radio-Television Mfrs. Assn., last week was elected to life membership in the Washington Trade Executives Assn. Mr. Geddes had served with United Press in Washington and later headed the Associated Press bureau before joining the trade association. He is a charter member of the Trade Executives Assn. in Washington. His contribution to the group was lauded at a luncheon held in the Mayflower Hotel, Washington, by Robert C. Hibben, president. Mr. Geddes continues as a consultant to RTMA.



Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

Washington transit radio audience doubled by Oct. 1

NOW AVAILABLE IN ALL THESE MARKETS (AND COMING SOON IN SCORES OF OTHERS)

Boston Suburban-WHAV, WLYN
Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D. C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul WMIN
Omaha, Neb. KBON-FM
Pittsburgh, Pa. (Suburbs) WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N. J. WTOA
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

FROM THE very day Transit Radio started, it's been the fastest growing new advertising medium in America. And no wonder!

It delivers your radio message to street car and bus riders at the lowest cost-per-thousand. And you get the home FM audience as a big plus.

Transit Radio delivers a *counted* audience. You know *exactly* how many people you're reaching.

You can buy a *selected* audience. Men and women riders; inbound, outbound; special hours—you buy *precisely* what you want.

On October 1, additional installations in Washington will bring the total to 450 vehicles—*double* the previous number.

Result stories already in our files are amazing. For full information on rates, audience, availabilities, call or write Transit Radio, Inc., 250 Park Avenue, N. Y.—Mu.H. 8-3780. In Chicago: 35 E. Wacker Drive—Financial 6-4281.

WWDC is Washington's dominant independent

WWDC-FM

transit radio **WASHINGTON, D. C.**

SECURITY BILLS

McCarran Bill Faces Veto

CHARGES that pending legislation advocated by the Republican wing on Capitol Hill would, if enacted, constitute "thought censorship" and would drive the Communist Party underground were leveled in the Senate last week amid debate on a number of bills dealing with security control legislation.

At the same time President Truman told a news conference that he would veto the bill sponsored by Sen. Pat McCarran (D-Nev.) if it passes Congress in its present form. The McCarran proposal (S 4037) encompasses provisions of the original plan drafted by Sens. Karl Mundt (R-S. D.), Homer Ferguson (R-Mich.) and Olin D. Johnston (D-S. C.) and approved by the Senate Judiciary Committee.

The President said he favored a new proposal introduced by Sen. Harley Kilgore (D-W. Va.) and backed by at least five other administration supporters. The Senate was expected to vote on security legislation late Friday or early this week.

The House already has passed a security measure (HR 9490), sponsored by Rep. John Wood (D- Ga.) and patterned after the old Mundt-Nixon bill, co-drafted by Rep. Richard Nixon (R-Calif.). Reps. Wood and Nixon are members of the House Un-American Activities Committee, which has held lengthy hearings on communism [BROADCASTING, Sept. 4].

The House-approved plan would require Communist "action" groups to label in advance all radio and television programs with the source of sponsorship. The administration proposals, including the Kilgore substitute (S 4130) introduced last Wednesday, are designed to tighten internal security by curbing espionage and sabotage, and contain no provisions requiring sponsor identifications.

'Reasonable Grounds'

Under the Kilgore proposal persons may be seized if there are "reasonable grounds" they are subversives, including (1) record of membership in the Communist Party after Jan. 1, 1949; (2) actions which indicate they "may" commit or have committed sabotage or espionage. It would direct a roundup of Communists in the event of an emergency.

Meanwhile, William M. Boyle Jr., chairman of the Democratic National Committee, urged Senate Democrats to support the administration — either the Kilgore proposal or the first initial Democratic measure introduced by Sen. Warren Magnuson (D-Wash.) Aug. 2 after President Truman had attacked the Mundt-Ferguson plan.

"The need for this effective legislation sought by the President is urgent," Mr. Boyle stated. "It is equally important that we avoid hysterical action which would do more harm than good. We must also be vigilant to protect the basic liberties of law-abiding citizens."

Apprised of the President's intention to veto the McCarran measure, Sen. Mundt declared Thursday that "either Congress can override the veto or the Communists can override the country."

Almost simultaneously, J. Edgar Hoover, FBI director, asked the Senate Appropriations Committee, holding closed hearings on supplemental requests, for more funds to keep a continuing check on Communists and subversives. He was quoted as saying that the FBI could round up nearly 12,000 known Communists if war is declared, and that complaints of sabotage and espionage have tripled since the Korean outbreak.

Lehman Challenged

Challenging Sen. Herbert Lehman (D-N. Y.) on the Senate floor, Sen. Mundt said that neither the McCarran nor Mundt bills would lead to "thought-policing." He pointed out that the Communists would retain "every single legitimate political privilege and freedom to function" now enjoyed by the Democrats and Republicans. Referring to radio labeling of TV and publication matter, he said:

"There is no thought-policing in the bill. There is no censorship . . . In fact, we would compel the Communists to register . . . without censoring . . . Let the Communists assume responsibility for their propaganda. . . ."

He scored the administration bill for failing to require labeling of all propaganda and for omission of any mention of Communists and added: "It does not even make them identify their broadcasts on the radio. That bill would perpetuate for the Communist Party a cyclone cellar of concealment which is denied to the very Democrats who joined in sponsoring (it)."

With respect to a provision covering communication by government employes with known foreign agents of certain information "classified" by the President as affecting U. S. security, Sen. Mundt asserted:

"If a person is deliberately trying into classified information, information which he knows is classified, that is espionage and I do not think we ought to legalize such action on the part of anybody."

Sen. Lehman charged that the McCarran bill would "endanger our national security, drive Com-

(Continued on page 32)

TWO CITIES — SOUTH BEND AND MISHAWAKA — ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified market of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here's how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of $36,129,000. But when Mishawaka's 1948 food sales are added, the total becomes $45,385,000—and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don't forget, either, that South Bend-Mishawaka is only the *heart* of the South Bend market. The entire market includes over half-a-million people who spent more than half-a-*billion* dollars on retail purchases in 1948.

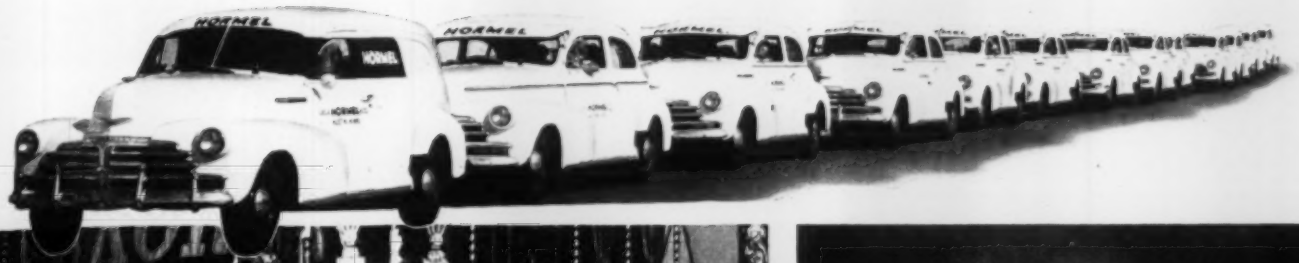
And only WSBT covers *all* of this market.

WSBT

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

Tape recording helps the Hormel Girls put on three shows at once!



WEEKLY SHOWS by the traveling Hormel Girls' Corps are put on before live audiences and recorded on tape. The tape is then edited into a smooth, evenly paced half hour show, "Music with the Hormel Girls", broadcast on Saturdays over CBS, Sundays over ABC. This arrangement simplifies scheduling of the live show and makes it possible for the girls to participate in parades, conventions and promotions besides having Sundays free.

NEW ARRANGEMENTS, program ideas and talent auditions for the Hormel show are recorded on tape and shipped to the sponsor for approval. Tape's high fidelity, easy portability and instant playback make all kinds of recording jobs simpler. Editing is easy too — just snip and splice with "Scotch" Splicing Tape.

REHEARSALS ARE TAPED and carefully studied by the Hormel girls. Flaws are easily caught, quickly corrected this way. The tape captures every note, every inflection, reproduces them with matchless fidelity There is no needle scratch, crosstalk, kinking or backlashing. Recordings may be replayed thousands of times without loss of quality, and tape may be erased and re-used over and over again.

IMPORTANT! There's more than one brand of sound recording tape on the market. For quality, insist on the "SCOTCH" brand in the distinctive plaid-decorated box. Used exclusively on major networks and in master recording for top record manufacturers.

Made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.

XUM

His Joint Efforts Make Good Radio Connections

Selling pipe joints directly isn't one of his additional enterprises—but it symbolizes the direct connection that he lines up between his sponsors and their customers. As stated by the Empire Tire Company to KBMY, both of Billings, Montana:

> "We have found that the prestige of an outstanding commentator has increased our 'drop-in' trade by at least 300%. In addition, Fulton Lewis, Jr. has served as an 'introduction' for our salesmen in their calls on business and professional men in and around Billings.
>
> "Our sales have shown a very marked increase since we started . . . and we have experienced at first hand a tremendous amount of good will arising from the program. These splendid results are most pleasing to us and will be the decisive factor in our future advertising plans."

The Fulton Lewis, Jr. program, while currently sponsored on more than 300 stations where waiting lists may exist, presents opportunities for sponsorship in other MBS localities. Since there are more than 500 MBS stations, many local advertisers may still take advantage of the ready-made audience, the network prestige, and the low cost of this news co-op. Check your local Mutual outlet or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

PARTY BUDGETS

Radio-TV Electio Plans Still Pend

PARTY budgets governing the use of paid radio and television air time during the forthcoming Congressional elections were explored by Democratic and Republican campaign officials during the past fortnight, but preliminary details are being withheld pending recess of Congress.

Democratic National Committeemen said last week that the party is working out plans for the fall elections, but added that details would be unavailable until after Congress recesses and until they have definitely crystallized. GOP spokesmen also declined comment, but pointed out that radio-TV budgets would be determined largely by those individual members of Congress involved in the fall campaign.

Democratic spokesmen already have indicated that the national committee may allocate between $100,000 and $200,000 for network time purchases, while the Republican National Committee felt the GOP will "use more" radio-TV than it has in the past, mostly on the state and local levels [BROADCASTING, Aug. 14]. The national committee will set aside a $3 million fund for all "contingencies."

Most of the share earmarked for radio and television presumably will be spent on the regional and state levels.

TV Will Have Role

For the first time in an off-year election, television is expected to assume its role, with legislators utilizing TV film and live programs to sway their constituents. These would supplement the usual transcribed and live broadcasts by members. Republican committeemen emphasize, however, that far more stress will be laid on radio because of coverage factors, and that members will not embark heavily on TV excursions until 1952.

Traditionally, neither party allots as much for purchase of network time during a Congressional election year as during a Presidential campaign.

In the 1946 Congressional race, the Democrats set aside about $65,000 for radio campaigning. GOP radio expenditures were estimated unofficially at about $30,000, with between $10,000 and $15,000 tabbed for transcriptions alone.

During 1948's Presidential contest, the Democratic National Committee ladled out well over $700,000 for air time. Republican figures never were revealed by the national committee.

In addition to the committee-dictated budgets, other allied groups are expected to contribute sums for radio and video time in behalf of both parties. A considerable amount of public service or "free" time also can be anticipated.

Heaviest allocation of funds for air time probably will be concentrated in such key states as Illinois, Ohio, Pennsylvania, Utah, New York and California where hotly-contested races are shaping up.

Whether President Truman will play an active radio role in support of Democratic candidates this fall apparently is still "wide open," but William M. Boyle Jr., chairman of the national committee, expects the Chief Executive to make at least a few broadcast speeches preceding the election. Whether the President would address the nation from Washington or campaign actively in other cities also was a matter of speculation.

In any event, any speeches aired by the networks would fall in the "paid" category, to be expended from the Democratic National Committee's central fund.

NARND MEET

To Visit WTMJ Newsrooms

MEMBERS of the National Assn. of Radio News Directors and their wives will view operations of the newsrooms at WTMJ-AM-TV Milwaukee on Nov. 15 — eve of NARND's fifth annual convention. The convention will be held in Chicago, Nov. 16-18.

The pre-convention visit to Milwaukee was arranged because many of the association's members have expressed desires to see WTMJ's radio city, according to Ben Chatfield, WMAZ Macon, Ga., first vice president of NARND in charge of the convention program. Jack Krueger, WTMJ news director, and members of his staff will explain the stations' operation to the visitors. In addition, Mr. Krueger said Blatz Brewery will be host at a luncheon and will take the group on a tour of the brewery.

Security Bills

(Continued from page 30)

munists "completely underground," and set up as "criteria of guilt a long series of standards which are so dangerously vague as to constitute . . . a grant of unlimited power to punish for almost any kind of unorthodox thinking. . . .

". . . Good American Organizations—labor unions, church groups and others—could be charged . . . with being Communist fronts," Sen. Lehman referred to that section of the Mundt-Ferguson bill which defines front organizations as those which "do not deviate from those of any Communist political organization, Communist foreign government, or the world Communist movement." The bill, he charged further, enters the field of "determining whether a man has dangerous thoughts or ideas."

A million people waiting at the station! (STATION KSL)

In Intermountain America, you need go no further than 50,000-watt KSL to sell the more than a million people.

All week long, inside Salt Lake City, KSL is the listeners' first choice with 50% more listeners than any other station.* Throughout all Intermountain America, KSL is the listeners' first choice by more than three to one . . . captures the biggest audience in 68.1% of the weekly quarter-hours!**

And that's not all. KSL delivers its big audiences where you deliver your product. For KSL's primary BMB listening area matches the vast Salt Lake City Wholesale distribution area almost exactly, county for county.

To make your customers in this 750-million-dollar market stop and shop for your products, get aboard 50,000-watt KSL. You'll make headway with **more customers at less cost than any other station or regional network!**

KSL SALT LAKE CITY
50,000 WATTS
CBS REPRESENTED BY RADIO SALES

*Salt Lake City Hooper, December 1949—April 1950.
**From the only complete study ever made in the entire Salt Lake City marketing area — Benson and Benson Diary Study, 1949.

Advance figures from U.S. Census Bureau show the

AUGUSTA, GEORGIA METROPOLITAN AREA

HAS

161,991

PEOPLE

WRDW

IS FIRST IN MORE 30 MINUTE PERIODS THAN ALL OTHER AUGUSTA STATIONS COMBINED!*

* C. E. Hooper December 1949 thru April 1950

AS A BONUS POPULATION WRDW OFFERS CAMP GORDON, ONE OF THE LARGER AND MORE IMPORTANT MILITARY ENCAMPMENTS, WHICH IS BEING EXPANDED TO FULL CAPACITY.

WRDW AUGUSTA GEORGIA

CBS • 5000 WATTS

Augusta's only full time 5000 watt station
Represented Nationally by Headley-Reed Co.

DEFENSE

Radio-TV Recruiting Funds Studied

DEFENSE DEPT. recruiting officials last week were studying overall funds allocated by Congress, with an eye to weighing the proportionate share to be channeled to radio, television and other media during the new fiscal year commencing last July 1.

President Truman signed the 1950-51 omnibus appropriations bill (HR 7786) last Wednesday after Congressional conferees had cleared the single-package measure containing an approximate $1,591,600 outlay for joint Army-Air Force advertising needs [BROADCASTING, Aug. 28].

Lt. Col. Donald J. Wilkins, Air Force official in charge of recruiting campaigns for the two services, said last week that no expenditures for radio and television media could be set until after Defense Dept. officials have thoroughly studied the department's allocation on the basis of the military's special occupational needs.

He pointed out that this situation probably would remain unsettled throughout the current year because of the nature of the Korean conflict, but emphasized again that radio-TV will receive a substantial share of all expenditures. Their share is expected to approximate roughly 40%—or $636,400—of the overall ad budget [BROADCASTING, Feb. 27].

Needs Are Variable

Complicating the problem of channeling funds to different media, Col. Wilkins said, is the fact that needs for different specialist groups vary from month to month in line with short-term objectives of the services, and that certain technical magazines might best serve recruiting interests in certain instances. During the July-August campaign, he noted, funds were siphoned to broadcasting media to promote enlistments of communications, electronics and other related specialists in the Air Force. Funds concentrated on Army needs the previous month.

Col. Wilkins confirmed last week, however, that the Army and Air Force had spend upwards of $300,000 for spot campaigns from May 15 to Aug. 15—an average of about $100,000 for each 30-day enlistment drive.

With respect to ad funds, Col. Wilkins noted that additional appropriations probably will stem from the $10 billion supplemental defense bill now before the Senate Appropriations Committee. Measure already has passed the House.

Proof of Effectiveness

Furthermore, effectiveness of radio and video announcements has drawn the praise of local recruiting centers in such cities as Boston, Washington and New York, he added. In the recent drive, 752 stations were used.

In point of concrete results, he further observed, both the Army and Air Force exceeded their enlistment objectives for the recent July-August campaign. The Army had sought 14,000 enlistments and counted 19,854; the Air Force had set a goal of 11,875 and numbered 12,248.

Total recruiting ad outlay for the four major services—Army, Navy, Air Force and Marine Corps—was $7,560,102, as requested by the Budget Bureau. The figure covers funds in both the regular and supplemental appropriations bills. Only a portion of the $7½ million sum was contained in the bill signed by the President last week.

WKRC STAFF

Two Get New Posts

Miss Lambert

Mr. Stovall

JOEL W. STOVALL, former sales promotion manager of WKRC Cincinnati, has been appointed sales manager, according to a joint announcement by Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc., and Herman R. Fast, WKRC general manager.

Succeeding Mr. Stovall is Lila R. Lambert, his assistant and a member of Radio Cincinnati's staff since 1947. Miss Lambert previously served with Avco Mfg. Corp. and in 1943 became assistant in Crosley Corp.'s internal relations department.

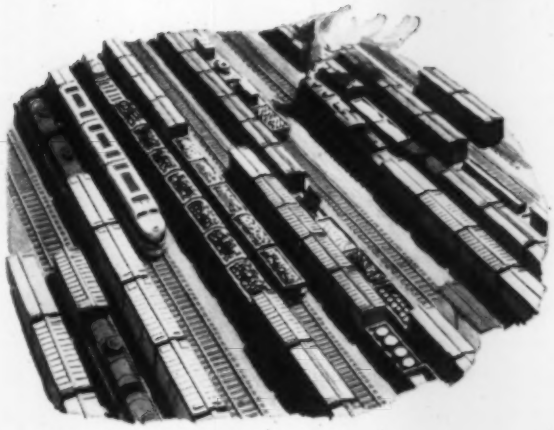
Mr. Stovall joined WKRC in 1944 as program director after serving with KMOX St. Louis since 1937. He was appointed sales promotion manager in 1946. Mr. Taft said both appointments were effective immediately.

D. M. Bradham Named

DOUGLAS M. BRADHAM has been appointed manager of WTMA Charleston, S. C., succeeding Robert E. Bradham, who resigned to operate a business of his own, it was announced last week. Douglas Bradham formerly assistant manager and chief engineer, assumed his new duties Sept. 1. He designed and built WTMA in 1938. The station went on the air with 250 w a year later. He also directed the station's expansion program in 1947-48 when WTMA went to 5 kw daytime, 1 kw nighttime with FM power of 49 kw.

NATIONAL Lutheran Radio Week will be observed from Oct. 29 to Nov. 4.

★★★ TOO PRECIOUS TO WASTE! ★★★



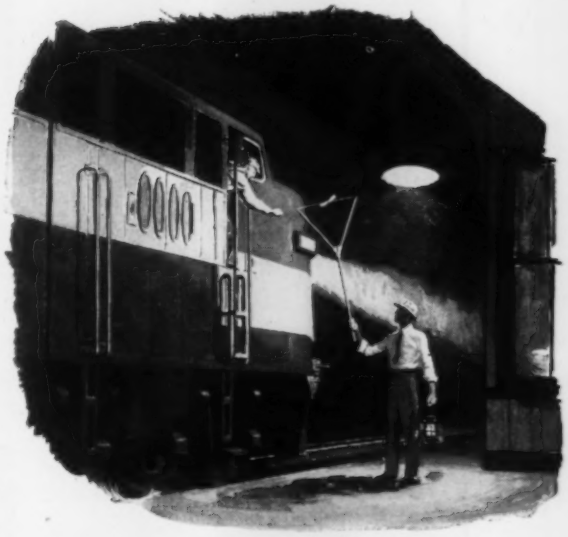
The needs of national defense, coming at a time of peak industrial production, have made freight car space a precious commodity . . . too precious to waste!

Freight cars are in the hands of shippers and receivers of freight about half the time – in the hands of the railroads the other half. Anything that either shippers or the railroads can do to speed up the movement of freight cars and reduce the time they are not in use will make more cars available for the movement of the nation's traffic.

HERE'S WHAT THE RAILROADS ARE DOING!

The railroads have moved rapidly to provide the nation with the transportation it needs. They are ordering tens of thousands of new freight cars for early delivery and will continue to acquire cars to bring ownership up to 1,850,000. They are stepping up their car repair and rebuilding program to put additional thousands of cars at your service. In addition, the railroads have pledged themselves to secure the utmost efficiency in the use of cars. This is being achieved by–

- speeding up road haul and terminal movements
- heavier and faster loading and unloading of company material
- better handling of cars
- prompt embargoes to avoid congestion



HERE'S WHAT SHIPPERS CAN DO!

Shippers can help immeasurably by–

- loading and unloading cars quickly
- furnishing billing promptly
- loading cars as heavily as commercial requirements permit
- unloading cars *completely*, including bracing and blocking

Shippers and railroads working together have licked big jobs before–and, with the same sort of teamwork, they will do it again.

Listen to THE RAILROAD HOUR
Every Monday evening on NBC

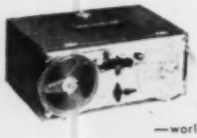
★★★ Association of American Railroads ★★★

WASHINGTON 6, D. C.

HE CHOSE Magnecorder

MAGNECORDER

Professional Tape Recorders Fit every purpose — every purse!



PT6 SERIES

—world's most widely used professional tape recorder

PT63 SERIES

— 3 heads to erase, record, and monitor from the tape.

PT7 SERIES

— A complete console for only $950.00. Models for portable or rack mount also available. Outstanding features and flexibility.

FOR FIDELITY

No other recorder offers such high fidelity at such a low price! Frequency response 50-15 kc ± 2 db. Signal-noise ratio: 50 db. Flutter less than 0.3%. Meets N.A.B. standards.

FOR FLEXIBILITY

For delayed studio or network broadcasts, a Magnecorder can be mounted in a rack or console cabinet. For remotes, slip it into its really *portable* cases. Amplifiers for every purpose—single or multi-channel.

FOR FEATURES

Magnecord sets the pace! New or old, your Magnecorder can have 3 heads (separate erase, record, and playback heads) to permit monitoring from the tape. 3 speeds (15", 7½" and 3¾" — up to an hour on a 7" reel) now available on both PT6 and PT63 equipment. Magnecorders are fail-safe, sturdy! Features to fit your every need.

Write for NEW CATALOG

MAGNECORD, Inc. Dept. B9
360 N. Michigan Ave., Chicago 1, Ill.

Send me latest catalog of Magnecord equipment.

Name.....

Company.....

Address.....

City.....State.....

WRITERS WAR BOARD

Eastern RWG Approves

APPROVAL of a writers war board to assist in the Korean crisis, announcement of negotiations soon with the networks and advertising agencies, and a vote of confidence in its governing body and negotiating committee featured a meeting of the Radio Writers Guild membership in New York last week.

Although hotly debated, no action pro or con is understood to have been taken regarding recent censure by the RWG Eastern Regional Council of Welbourn Kelley [BROADCASTING, Aug. 28]. The question of the guild's power to censure a member is expected to be raised at the next meeting of the council of Authors League of America, parent body of RWG. Mr. Kelley, who resigned from the RWG council, remains a member of the league council.

Endorsement of the war writers board resolution adopted a fortnight ago by the RWG councils in New York, Chicago, and Hollywood was voted "overwhelmingly" by the RWG membership, it was announced. The resolution, citing requests for writers throughout the country to provide materials useful to the war effort, called upon the Authors League to initiate an organization similar to the World War II Writers Board.

After hearing plans for negotiations soon with the networks and advertising agencies for "contracts covering an estimated 95% of all radio writers," the statement said the following resolution was voted:

The membership of the Eastern Region of the Radio Writers Guild hereby declares itself wholeheartedly behind the program of negotiations set forth in the strategy report and states its complete confidence in its negotiating committee and council.

Offer ACLU Cooperation

Earlier last week the RWG Eastern Regional Council met and adopted a resolution to "offer to the American Civil Liberties Union the immediate cooperation of the Guild's blacklist, committee in any investigation contemplated or in progress by the ACLU on the effect of the current blacklisting...."

It adopted also a resolution expressing "its sense of shock and horror to AFRA and TVA over the summary contract cancellation of Jean Muir in connection with her scheduled appearance on the television show, *The Aldrich Family*."

A third resolution, "in the interests of the professional security of all writers now threatened with a growing menace of blacklist, and mindful of the broad implications of censorship involved in such blacklist," urged the Authors League "to call an immediate national conference against blacklisting that the traditional right of all to private opinions and the right of all writers to employment on the basis of ability, may be reaffirmed."

Although these resolutions were said to have been discussed at the subsequent meeting of the membership, no vote was taken on them.

RWG, Kelley Feud

(Continued from page 23)

lution for war-writer-aid to the government which it passed week before last as "substituted for the Kelley resolution," and the subsequent resolution in which it censured Mr. Kelley. "The guild's job today is to keep its membership unified for the main tasks at hand: certification under the NLRB, the winning of the guild shop election; signing of the agency-sponsor contract; the renegotiation of minimums under the present contract with the networks and under the contract with the agencies; the defense of the guild's members against the threat of blacklist; the fight against the 'morals' clause.'

On Aug. 28, Mr. Kelley and Miss Amoury, who resigned from the council shortly after Mr. Kelley, replied to the council's Aug. 23 letter, according to BROADCASTING'S information.

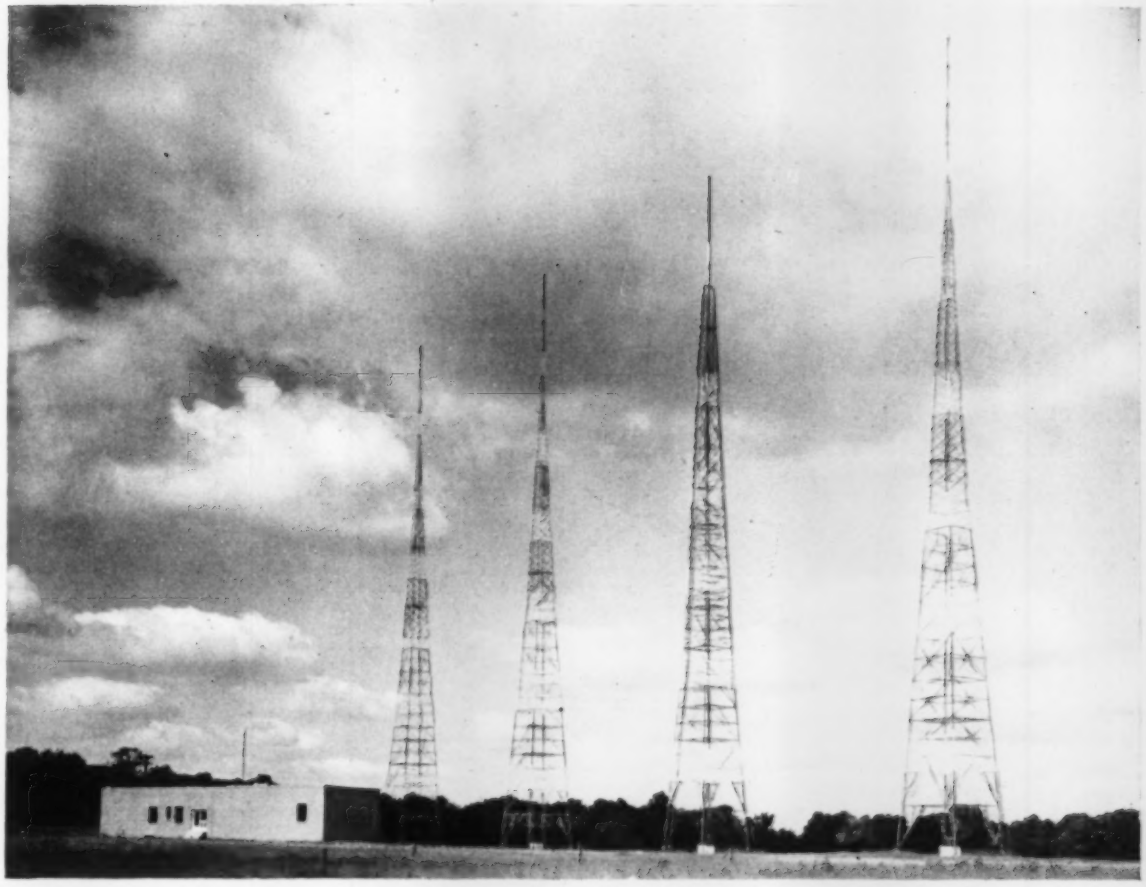
Hits Council's Claim

Calling the Council's claim that cooperation with the U. S. Government was never an issue during the July 25 meeting "a shameful lie," the reply stated that one council member said, "this (Kelley resolution) is a blank check, and I would not give this government a blank check on any issue." Another allegedly said, "I'm against helping the government in Korea because I have been informed on good authority that the principal U. S. policy in Korea prior to the fighting was to smash Korean labor unions."

Mr. Kelley and Miss Amoury continued "we are both firmly in favor of the pro-U. S. resolution which your council was forced to pass. But your council's Aug. 23 letter does not tell you why [underlined] it was passed, nor that it took your council five [underlined] special meetings and three-and-a-half weeks of wrangling to pass it, nor that it was not passed unanimously." Nor, they said, did the council mention that the resolution finally passed was first adopted on Aug. 7, then recalled, and "one substituted which was a watered-down, willy-nilly version.

"Why was the resolution—which does exactly what the 'unconstitutional' and 'political' Kelley resolution asked—finally passed?" they continued. "Because it came from the Western region as a must [underlined] and the council feared more resignations if the resolution was not adopted.

"In our opinion the (Council's letter) was an anonymous letter. Nobody stood up to be counted. Nobody signed his name."



IT'S ALL THERE!

You can't see Blaw-Knox engineering—*but it's there!* You can't see Blaw-Knox experience in tower-building—*but it's there.* You can't see efficiency and strength and durability—but they're all there—when the towers are built by Blaw-Knox.

. . . A quotation will prove that there's no premium on Blaw-Knox quality.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.

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OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

CANADIAN delegates include (l to r, seated): W. B. Smith, W. A. Caton, Gordon Cox, G. C. W. Browne, and Commander C. P. Edwards, Conference chairman and delegation head; standing, G. C. Chandler, J. W. Bain, G. R. Mather, W. G. Richardson, Donald Manson, C. A. O'Brien, and Miss Viola E. Fisher.

* * *

NARBA Problems

(Continued from page 19)

Haley, Washington attorney and counsel for ABC; Carl E. Haymond, Los Angeles; C. M. Jansky, Washington consulting engineer; E. M. Johnson, Mutual; G. F. Leydorf, WJR Detroit; Leonard H. Marks, Daytime Petitioners Assn.; Neal McNaughten, NAB; Dwight A. Myer, Westinghouse Radio Stations; James D. Parker, CBS; E. C. Page, Washington consulting engineer; Donald W. Reynolds, KFSA Ft. Smith, Ark.; Harrison T. Slaughter, Washington attorney; Louis Wasmer, Spokane, Wash. Delegation secretary: James Kee, State Dept.

Mexico—Miguel Pereyra, director of telecommunications; Arturo Melgar; Juan Buchanan Cross, Eleazar Diaz Gutierrez, Jose Luis Fernandez, Ruben Fuentes Delgado, Jesus Montes de Oca, Carlos Nunez Arellano, and Jose Vilar Munch of the Dept. of Communications. Mr. Pereyra said he must return shortly to Mexico for other commitments, but would return to the conference later in the negotiations.

Cuba—Dr. Jose Ramon Gutierrez of the Ministry of Communications, chairman; Antonio Marti Prieto, Ministry of Communications; Nicolas Mendoza, who was a leader of the original NARBA movement; Dr. Ricardo Sarabasa, of the Cuban Embassy; and Jose J. Sentmanat, director of radio. Cuban technical advisers: Eduardo Hector Alonso, Federacion de Radioemisores; Lorenzo Barquin, Union Radio; Carlos J. Estrada Castro, Radio Progreso; Roberto Garcia-Serra, Radio Garcia-Serra; Ventura Montes Martinez, Circuito CMQ; Antonio de los Santos.

Canada—Comdr. C. P. Edwards, deputy minister of transport, chairman; J. W. Bain, Canadian Assn. of Broadcasters; G. C. W. Browne, controlled of radio; W. A. Caton, chief inspector of radio; G. C. Chandler, CAB; Dr. A. Frigon, general manager, Canadian Broadcasting Corp.; Donald Manson, assistant general manager, CBC; G. R. Mather, Dept. of Transport; W. G. Richardson, W. G. Roxburgh, and R. E. Santo, CBC; and W. B. Smith, Dept. of Transport.

Bahamas-Jamaica—Alan D. Hodgson, former director-general of aero telecommunications, Bridgetown, Barbados; Keneth R. Ingraham, director-general of telecommunications, Nassau, both delegates. Observer; W. C. Thornton Cran, joint managing director of Broadcasting Relay Service (Overseas) Ltd. and director of Jamaica Broadcasting Co.

Dominican Republic—Dr. Miguel A. Herrera, first secretary of the Embassy in Washington, chairman; Francisco Martinez Alves, inspector of radio communications, technical adviser.

U. S. DELEGATION is headed by FCC Comr. Rosel H. Hyde (seated, second from right) with Capt. John S. Cross of the State Dept. (seated at Comr. Hyde's right) as vice chairman. Advisers include (from left) Benito Gaguine, FCC; Neal McNaughten, NAB; Joseph M. Kittner, James E. Barr, and H. Underwood Graham, FCC.

* * *

'PRIX ITALIA'

Italy's Radio Oscar

LISTENERS to UNESCO radio programs are learning that Italy has its own radio equivalent of Hollywood's Oscars, the "Prix Italia," which broadcasters confer annually on the best radio production selected from a host of European and other competing countries.

It was on the Isle of Capri two years ago that Italian representatives proposed to 15 other broadcasting systems that the prize be established as an initial step in a permanent program exchange between various countries. They decided, too, that it was just as important to honor radio programs as other established art forms—"perhaps even *more* important," a UNESCO announcer told listeners last month.

These limitations led to the creation of the Prix Italia, which will soon announce its second series of awards administered by the Italian Radio System. Competition is open to any national broadcasting system, with broadcasters themselves putting up roughly $7,000 in prize money. Member organizations are Austria, Belgium, Brazil, Egypt, France, Finland, Great Britain, Italy, Monaco, the Netherlands, Portugal, Sweden, Switzerland, Trieste and Vatican City.

In even-numbered years the prize goes to an "essentially musical production;" in odd years, to dramatic shows. Last year's winner was *Frederick General*, a play first produced by the French Radio. BBC and Monaco were runners-up. The award is given to works created especially for radio presentation. The 1950 awards are slated to be announced this month.

OWNERSHIP

FCC Surveys KSPA, KENE

ISSUES concerning ownership details were announced by FCC last week in hearings the Commission has designated on applications of KSPA Santa Paula, Calif., and KENE Belen, N. M.

License renewal application of KSPA, assigned 250 w fulltime on 1400 kc, was set for hearing Nov. 27 in Santa Paula while bid of KENE, assigned 250 w on 1230 kc, for license to its construction permit was set for hearing Nov. 14 at Belen.

FCC reported it had approved a transfer of control of KSPA in August 1949 to Neal Van Sooy and associates "on the basis of representations made therein that the actual transfer . . . had not been consummated." The Commission order indicated, however, it had received evidence alleging that Mr. Van Sooy "had been in complete control of Station KSPA since March 1, 1949." FCC wanted to determine whether control had been improperly transferred in violation of its rules.

In its order concerning KENE, the Commission stated it wished to learn whether all stock transfers had been properly reported and to determine the qualifications of the permittee, particularly those of "Donald H. Crandal, executive vice president and chairman of the permittee's board of directors, in view of his alleged conviction, on Feb. 10, 1950, on charges of entering false claims against the United States Government."

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Note To Timebuyers

A card or letter to us, or to Free & Peters, will bring you this WDBJ BMB Area presentation which includes:

- Official BMB Coverage Map
- Latest Market Data—BMB Counties
- Preliminary 1950 Census Figures
- Comparative BMB Coverage Graphs

Handily bound for filing and perforated for three-ring binder.

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

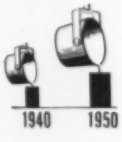
THIS WAS HOT WHEN THE WAR WAS COLD

America's unceasing rivers of hot, molten steel are one of her great basic strengths.

These rivers of steel were growing during the cold war. They are growing now. Many companies are increasing their capacity to make steel. They will add more than 6 million tons to the flood.

It takes lots of steel to fight off aggressors, and it takes lots of steel to supply you the cars, home appliances, building materials and many other things which you buy for your daily comfort and safety. That's why we think you will be vitally interested in these facts about the steel industry.

How much steel does America pour?



The steel industry in the United States is one of the fastest growing major industries in the world. It has successfully met an increased demand of more than 40 per cent in the past 10 years... outproduced all other countries of the world combined over this period... now has a total annual capacity of over 100 million tons.

How does this compare with Iron Curtain countries?

Latest available estimates give the Iron Curtain countries over 30 million tons or about one-third our annual production. We have consistently poured far greater quantities of steel than any police state, and have increased our capacity almost 19 million tons since 1940.

Why do American companies outstrip entire governments in making steel?

It's not a magic formula... it's people... people with room to work in... to struggle with everyday problems... to make more products better... to stand up to competition... to profit from their work. This is the reason why the steel industry outstrips any government production plan.

If there's so much steel, why shouldn't we buy steel products freely?

Americans are being shot at! The Army, Navy and Air Force need more steel. At the same time some home folks are increasing their buying. This is wrong. The defense of your home comes first. Everybody will have to exercise self control. In effect you increase America's supply of home-front products when you buy only those things you *really need.*

AMERICA'S STEEL INDUSTRY

Greatest Industrial Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.

AMERICAN IRON AND STEEL INSTITUTE
350 FIFTH AVENUE NEW YORK CITY

NETWORK BOXSCORE

Number of commercial programs on four nationwide networks July 31 199
Number of commercial programs starting on networks during Aug. 19
Number of commercial programs dropped from networks during Aug. 6
Number of commercial programs on four nationwide networks Aug. 31 212

AUGUST ADDITIONS

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Quaker Oats Co.	Man on the Farm	MBS	Sat., 12:30 p.m.	Sherman & Marquette
Quaker Oats Co.	Roy Rogers Show	MBS	Sun., 6-6:30 p.m.	Sherman & Marquette
Norwich Pharmacal Co.	Modern Romances	ABC	Tues.-Thurs., 11-11:30 a.m.	Benton & Bowles
Brown Shoe Co.	Smilin Ed McConnell	NBC	Sat., 11:30-12 noon	Leo Burnett
Dept. of Army Organized Reserve Corps	Mindy Carson Sings	NBC	Tues.-Thurs.-Sat., 11:15-11:30 p.m.	Grant Adv.
General Foods Corp.	Gangbusters	CBS	Sat., 9-9:30 p.m.	Young & Rubicam
Thomas J. Lipton Inc.	Arthur Godfrey's Talent Scouts	CBS	Mon., 8:30-9 p.m.	Young & Rubicam
Lever Bros.	Lux Radio Theatre	CBS	Mon., 9-10 p.m.	J. Walter Thompson
Lever Bros.	My Friend Irma	CBS	Mon., 10-10:30 p.m.	Foote, Cone & Belding
Procter & Gamble	Beulah	CBS	Mon.-Fri., 7-7:15 p.m.	Dancer-Fitzgerald-Sample
Procter & Gamble	Jack Smith Show	CBS	Mon.-Fri., 7:15-7:30 p.m.	Dancer-Fitzgerald-Sample
Procter & Gamble	FBI in Peace and War	CBS	Thurs., 8-8:30 p.m.	Biow Co.
Procter & Gamble	David Rose Show	CBS	Sun., 8:30-9 p.m.	Benton & Bowles
Campbell Soup	Club 15	CBS	Mon.-Fri., 7:30-7:45 p.m.	Ward Wheelock
Electric Auto-Lite	Suspense	CBS	Thurs., 9-9:30 p.m.	Cecil & Presbrey
Electric Cos. Adv. Program	Meet Corliss Archer	CBS	Sun., 9-9:30 p.m.	N. W. Ayer
Pillsbury Mills	House Party	CBS	Mon.-Fri., 3:30-3:55 p.m.	Leo Burnett
Procter & Gamble	Lowell Thomas	CBS	Mon.-Fri., 6:45-7 p.m.	Compton Adv.
Procter & Gamble	Edward R. Murrow (Regional)	CBS	Mon.-Fri., 7:45-8 p.m.	Benton & Bowles

AUGUST CANCELLATIONS

Norwich Pharmacal Co.	The Fat Man	ABC	Fri., 8-8:30 p.m.	Benton & Bowles
General Mills	Night Beat	NBC	Mon., 10-10:30 p.m.	Knox-Reeves
General Mills	Penny Singleton Show	NBC	Tues., 9-9:30 p.m.	Knox-Reeves
General Mills	Sarah's Private Caper	NBC	Thurs., 10:30-11 p.m.	Knox-Reeves
General Mills	Dimension X	NBC	Fri., 9-9:30 p.m.	Knox-Reeves
General Mills	Tales of Texas Rangers	NBC	Sat., 9:30-10 p.m.	Knox-Reeves

AUGUST ONE-TIMERS

Fisher Body Div. General Motors	Fisher Body Craftsmans Guild Awards	ABC	Tues., Aug. 15, 9:45-10 p.m.	Kudner
Nat'l Assoc. of Mfrs.	Industry Mobilizes	ABC	Mon., Aug. 14, 8-8:30 p.m.	Benton & Bowles
General Motors	Soap Box Derby	CBS	Aug. 13, Sun., 4:30-4:45 p.m.	Campbell-Ewald

KMBC VS. AFRA

NLRB Hears Oral Argument

ORAL argument on an AFRA charge that KMBC Kansas City, Mo., had committed unfair labor practices and on union objections to a trial examiner's findings which dismissed the complaint was held last Thursday before the National Labor Relations Board in Washington. A final decision is expected sometime next month, authorities said.

Officials of Midland Broadcasting Co., licensee of KMBC-AM-FM and KFRM Concordia, told the board that it did bargain with the union; that private contracts governing use of talent were modified to conform to AFRA pacts and that the matter involved differences to be settled on an individual basis with AFRA, not before the labor board.

The union charged that the station had refused to bargain on the limitations of private contracts negotiated through its KMBC Artists Bureau, which serves as a talent clearinghouse, and that the private contracts "derrogate" AFRA agreements and invade the union's collective bargaining field. It was represented last week by Saul Pryor, AFRA national counsel.

Myers D. Campbell, NLRB trial examiner, ruled earlier this year that the original complainant, Sherwood Durkin, an announcer, did not prove his allegations against the station, and dismissed charges of unfair labor practices [BROADCASTING, Feb. 13]. AFRA then filed objections to the recommendations and requested oral argument before the board. Hearing was first held in July 1949. AFRA signed a contract with KMBC in 1946.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

CBS

* The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.

Move Law Office

WASHINGTON office of Kirkland, Fleming, Green, Martin & Ellis, specializing in practice before FCC and other governmental agencies, has relocated from the National Press Bldg. to the World Center Bldg., 16th and K Sts. N.W., Washington 6, D. C. New telephone is Sterling 3200. Associated with the Washington office are Louis G. Caldwell, Hammond E. Chaffetz, Reed T. Rollo, Donald C. Beelar, Percy H. Russell Jr., Kelley E. Griffith, Perry S. Patterson, Chauncey P. Carter Jr., R. Russell Eagan, Charles R. Cutler, Herbert J. Miller Jr. and E. Ladd Thurston Jr. Main office is at 33 N. La Salle St., Chicago.

A FAIR SHAKE

Policy Aids Medley Campaign

AN UNCONDITIONAL offer of free time to his campaign opponents was the policy of a prominent Tennessee radio man running for county judge in Putnam County. And that very policy is being cited by state political observers as one big reason for the landslide victory of Luke Medley, president and general manager of WHUB Cookeville. Too, it marks the first time in 32 years that a Republican has held the county's chief executive administrative post.

Mr. Medley

He won the general election by a two-to-one majority despite the fact that Putnam County is predominantly Democratic and that the Democratic nomination is tantamount to election. Judge Medley reportedly received the largest majority ever given a Putnam County candidate in either a primary or regular election. He was sworn in Sept. 1.

Judge Medley, in offering the free time, stated that he believed in "fair play in everyday life, business and politics."

RCA FELLOWSHIPS

16 Awarded for '50-51

RCA has awarded 16 fellowships for the 1950-51 academic year, Dr. C. B. Jolliffe, executive vice president in charge of the RCA Lab. Division, announced last week.

The fellowships, ranging from $1,600 to $2,700, are granted to assist pre-doctoral graduate students who "display outstanding ability in fields of study related to radio, television and electronics," RCA said.

IRE COAST MEET

Speakers Are Listed

NEW technical developments and industry trends will highlight the Institute of Radio Engineers annual three-day West Coast regional convention in Long Beach, Calif., Municipal Auditorium, starting Wednesday (Sept. 13).

Of major interest will be two talks on color TV. Dr. Charles Willard Geer, professor of physics, U. of Southern California, will discuss "The Geer Tube for Color TV Reception." Robert T. Cotellessa of Allen B. DuMont Labs is to talk on "A Color Television System for Industry." A technical paper by John Hessel of the Signal Corps Engineering Labs is titled "Signal Corps High-Frequency Radio Communications Research and Development."

Dr. Frederick E. Ternan, dean of engineering at Stanford U., will give the keynote address on the opening day. Talks also are scheduled by Dr. John R. Pierce of Bell Telephone Labs, C. Veronda and W. Learned of Sperry Gyroscope Co., S. H. Dodd of Massachusetts Institute of Technology, Dr. Robert T. Ross, professor of psychology at Stanford U., and Ernest R. Schreiber, engineer, Pacific Telephone & Telegraph Co. FCC Comm. George Sterling will be banquet speaker Friday night.

Varians Cited

FOR development of the klystron radio tube "which played a major role in World War II," two brothers, Russell H. and Sigurd F. Varian, will be awarded The Franklin Institute's John Price Wetherill medals at ceremonies in Philadelphia Oct. 18. According to Dr. Henry B. Allen, executive vice president of the institute, microwave radar development during wartime would have been quite different and much slower if the klystron had not been invented.

YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*—

BUT . . .

YOU NEED THE FETZER STATIONS TO WIN IN WESTERN MICHIGAN!

Yes, the Fetzer Broadcasting Company stations are far and away your best buys in Western Michigan!

WKZO-TV is the newest addition to the family. Beaming a sharp, Channel-3 picture to 60,000 TV sets in Western Michigan and Northern Indiana, WKZO-TV offers the very best in local and network programming—is just as outstanding in video as WKZO and WJEF are in radio.

On the AM side of the picture, WKZO, Kalamazoo, and WJEF, Grand Rapids, continue to give advertisers *more* listeners for *less* money. By projecting WKZO-WJEF Hoopers (tops in each city!) against the number of radio homes in the two cities, you find that they get 66% more listeners than the next-best two-station choice —*yet cost 20% less!* New BMB figures prove *top* coverage in rural areas, too.

Get all the facts, *today!* Write to us or ask Avery-Knodel, Inc.

*Maury McDermott of the Louisville Colonels tied this American Association record in a 1949 game with St. Paul.

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

VOICE EXPANSION Urged by Benton, Others

PLEA that the U. S. step up its psychological peace offensive through Voice of America broadcasts and other activities to combat Russian propaganda was renewed in the Senate last Tuesday by Sen. William Benton (D-Conn.), author of a Voice-expansion proposal and advocate of a worldwide radio network.

Earlier the House Foreign Affairs Committee, which had approved a bill to create a Cooperative International Relations Commission [BROADCASTING, Sept. 4], issued a report calling attention to "the rapid development of television as an information medium," and urging exploration of possibilities "in the field of government information and educational activities."

Eisenhower Quoted

In calling for a strengthened Voice of America, Sen. Benton quoted Gen. Dwight Eisenhower as stating that the U. S. is falling short of its objective because "Communist stations overpower it (the Voice) and outflank it with a daily coverage that neglects no wave length or dialect, no prejudice or local aspiration, weaving a fantastic pattern of lies and twisted facts."

This situation, Sen. Benton pointed out, is further evidence "that we are not doing what we should be doing in combatting the Communist propaganda and in waging a powerful psychological peace offensive of our own."

Earlier, Sen. Benton, in a letter to the Senate Appropriations Committee, stressed the importance of approving the full budget sum allocated for Voice operations. Measure, now before that group after passing the House, would give the Voice an additional supplemental appropriation of $48,890,000.

In its report, the House Foreign Affairs Committee declared:

The rapid development of television as an information medium suggests considerable possibilities in the field of government information and educational activities. The urgency of an all-out information effort suggests the need for a critical overall study of existing activities, as to substantive and technical adequacy in view of new communication techniques and the size of the job to be done. . . .

. . . An all-out information effort by the United States is vital now. If our effort is to be fully effective, it must embody a substance to deal with today's problem and it must utilize every new technique and technical development that can serve a useful purpose.

The committee pointed out that while the President's U. S. Advisory Commission on Information has made recommendations for strengthening and expanding the Voice and other activities, it has not been able "to undertake the responsibility contemplated in this bill," which, it felt, does not "disturb existing agencies or programs."

The measure (HR 9039) to set up a 12-member International Relations Commission was sponsored by Rep. Mike Mansfield (D-Mont.) and approved by the House Foreign Affairs Committee Aug. 29 without hearings. Plan is similar to that advocated by Sen. Karl Mundt (R-S. D.) in the Senate, and was placed on the calendar of the House before it recessed.

The proposed commission, comprising two Senators, two House members, two from the executive branch of the government and six persons from private life, would be authorized to "appraise the adequacy and effectiveness of existing programs . . . particularly with a view to utilizing new techniques and facilities, with emphasis on the possible utilization of television techniques."

Sarnoff Endorsement

The proposal has been endorsed, in principle, by Brig. Gen. David Sarnoff, RCA board chairman, and Sen. Benton, who envision use of TV as a sort of "Vision of America" to supplement the Voice.

The commission would be empowered to (1) devise more adequate methods of presenting America to other peoples; (2) encourage existing governmental departments and agencies to "design, install and utilize" new communication techniques and facilities; (3) to outline a general program by "vigorous prosecution" of all information sources.

Appointive powers would rest with the President, the Senate President, and the House Speaker, each of whom would select commission members. The group would report its findings and recommendations "on or before Feb. 1, 1951." There was no indication when the House would consider the Mansfield proposal.

Earlier, brickbats and bouquets had been hurled at the Voice of America in the past three weeks on Capitol Hill. Rep. Karl Stefan (R-Neb.) told colleagues that the information program would be worth the overall $130 million sought if it can immediately team up with the Armed Services as "effective and objective psychological warfare."

He urged day-to-day liaison between the psychological warfare branch of the government and House members; evaluation of the program by the Chiefs of Staff at "regular intervals so that its efficiency can be kept at top peak in this, the greatest of all our national crises; examination of all top information personnel receiving $10,000 per year or more; strengthening of the Advisory Commission and other related groups; and review of the loyalty of employees."

"Nobody should be included in this program about whose loyalty there is a single shadow of a doubt," Rep. Stefan asserted. "The employes of the psychological warfare programs must represent the ideology of 150 million Americans. All too often in the past, we in the House have found continuing instances of people employed in such responsible positions using them to exploit un-American ideals. . . . The personnel officers . . . will have an awesome responsibility."

Rep. John Taber (R-N. Y.) charged that "we have no Voice whatever on the air" and said the U. S. faces "a terrible situation." He said he had talked with Edward Barrett, Assistant Secretary of State for Public Affairs, and told him he felt the present organization was "totally incompetent."

Singling out Voice broadcasts of June 26, 27, 28 and July 3, Rep. Taber remarked: "There was not . . . the slightest word that could be considered as propaganda on behalf of the United States position, nor did any of these broadcasts name Russia as the aggressor. All that the broadcasts consisted of were newscasts, and these very poorly done.

"Was that because of a policy of the State Dept. not to tell the world where the United States stood, or was it because of the total lack of competence and loyalty on the part of the U. S. Information Service?"

Lack Short Wave

He also doubted whether many radios behind the Iron Curtain are equipped for shortwave, and pointed out that "not one radio in 10 in the U. S." is so equipped.

Rep. Taber called on the Voice to become "militant" and a "fighting force designed to get the true picture of the U. S. across to the world."

Rep. Cliff Clevenger (R-Ohio) told House colleagues he has "little confidence in the material being disseminated, the people preparing the material, and our very ability to get the material through to the people for whom it is intended." He charged that the administration failed to back up its request for extra funds with correct facts and detail and labeled it a "familiar technique" to fool Congress into believing that requested budgets are based on certain requirements.

He said:

During hearings last year supplemental funds were requested and approved for additional antennas to strengthen our beam and overcome the Russian jamming. At that time we were piously told that only 2% of our broadcasts were getting through the Iron Curtain and immediate action was imperative. We now find that none of these antennas have been built at this time yet we are just as piously told that 25% of our material is getting through. Improvements have been made, we are told. Has anyone examined these figures? How are they arrived at? Who prepares them? Why do they change so radically in such short periods of time? . . . The truth is that these figures are pure guesswork . . . Figures don't lie but liars do figure.

Rep. Tom Steed (D-Okla.) noted that the Voice must compete in the market place of advertising brains with private industry "paying the highest kind of salaries," and that the Voice does not have sufficient funds. He said Secretary Barrett is constantly searching for better personnel to "advertise" America on the Voice.

WOC

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 16,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

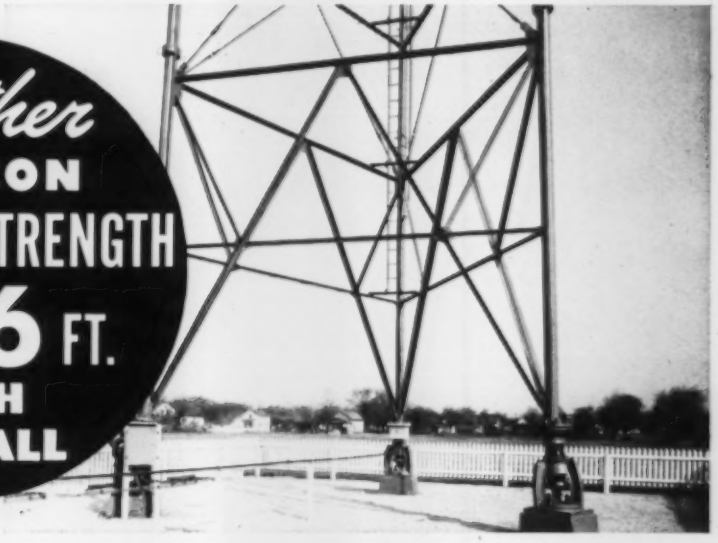
DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

Modern is the Word for this WSAM AM-FM Masterpiece

● This is the tenth anniversary of the Saginaw Broadcasting Company, Saginaw, Michigan. In celebration, this station has completely modernized its facilities, including a new Truscon Self-Supporting Tower with an overall height of 386 feet.

This Truscon masterpiece functions as a half-wave radiator in the transmission of the 250 watt AM power of WSAM on 1400 kilocycles. A side mounted Collins 8-bay antenna transmits the 1700 watt FM power of WSAM-FM on 98.1 megacycles. The entire

Another TRUSCON TOWER OF STRENGTH 386 FT. HIGH OVERALL



tower and transmitter house is designed for future television applications.

What are your particular tower problems to best serve your audience? Truscon can draw upon world-wide experience in engineering and erecting exactly the tower you need—tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

Revisions in 1950 Marketbook

Editor's Note:

It took more than a million separate calculations to compute the 1950 BROADCASTING MARKETBOOK. In so prodigious an operation, it was obvious that there would be some errors.

We made a few—the corrections are printed below. With each is printed the page, column and place in the column to make it easy for your secretary to insert them over the incorrect lines. Just clip off on the dotted lines, then when you find the proper place, clip off the direction line printed in italic.

Page 34, Col. 3, Fort Payne, Ala., WZOB, change facilities to read:

WZOB, 1 kw-D, 1250 kc

Page 34, Col. 3, Gadsden, Ala., change families and radio families for Etowah County to read as follows:

GADSDEN, Etowah, 26,217 fam., 87.4% radio, 22,914 radio fam.

Page 35, Col. 1, Etowah County, change families and radio families to:

26,217 fam., 22,914 radio fam.

Page 37, Col. 1, insert Flagstaff, Ariz. after KAWT.

FLAGSTAFF, Coconino, 6,635 fam., 90.6% radio, 6,011 radio fam.
KCLS, 250 w, 1340 kc, Ariz. Net.

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

Page 40, Col. 1, Bakersfield, Calif., change families and radio families for Kern County to read:

BAKERSFIELD, Kern, 63,108 fam., 97.1% radio, 61,277 radio fam.

Page 42, Col. 1, Lodi, Calif., San Joaquin County figures should read:

LODI, San Joaquin, 55,702 fam., 97.5% radio, 54,309 radio fam.

Page 46, Col. 4, Stockton, Calif., San Joaquin County figures should read:

STOCKTON, San Joaquin, 55,702 fam., 97.5% radio, 54,309 radio fam.

Page 48, Col. 1, San Joaquin County, Calif. listing should read:

199,414—1950 Population, 134,207—1940 Population, 55,702 fam., 54,309 radio fam.

Page 75, Col. 2, Crawfordsville, Ind., WFMU (FM), change rates to:

D	3.75	4.50	7.00	14.50	28.75	57.00
N	3.75	4.50	7.00	14.50	28.75	57.00

Page 143, Col. 3, insert Pleasantville, N. J. after WXNJ (FM).

PLEASANTVILLE, Atlantic, 37,100 fam., 94.2% radio, 34,948 radio fam.
WOND, 250 w, 1400 kc

D	6.00	5.00	10.00	25.00	40.00	75.00
N	6.00	5.00	10.00	25.00	40.00	75.00

Page 145, Col. 2, Binghamton, N. Y., WENE, facilities should read:

WENE, 250 w, 1450 kc, (CP 5 kw, 1430 kc), ABC, Radio Reps, BMB

Page 145, Col. 2, Binghamton, N. Y., delete the first WINR-FM and insert the following:

WINR, 250 w, 1490 kc, NBC, Hollingbery

Page 156, Col. 4, Winston-Salem, N. C., the WTOB listing should read as follows:

WTOB, 1 kw, 1380 kc, CBS, MBS, Taylor

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

Page 174, Col. 4, Ponca City, Oklahoma, WBBZ, change rates to:

D	6.00	8.00	12.50	20.00	30.00	50.00
N	6.00	8.00	12.50	20.00	30.00	50.00

Page 178, Col. 3, Salem, Ore., families and radio families for Marion County should read:

SALEM, Marion, 28,038 fam., 97.9% radio, 27,449 radio fam.

Page 183, Col. 2, Philadelphia, Pa., WCAU-TV, insert the following rates:

D	70.00	70.00	112.50	180.00	270.00	450.00
N	150.00	150.00	225.00	360.00	540.00	900.00

Page 225, Col. 2, Huntington, W. Va., change county data to read:

HUNTINGTON, Cabell, 30,112 fam., 92.4% radio, 27,823 radio fam. For Huntington Metropolitan Area figures see Page 8.

Page 228, Col. 2, Beloit, Wis., WGEZ, change facilities to read:

WGEZ, 100 w, 1490 kc, MBS, Rambeau

Page 244, Col. 3, (NBC TV Network), San Francisco, Calif., delete KPIX and insert the following:

SAN FRANCISCO, KRON-TV

D	....	28.00	45.50	72.50	108.75	181.25
N	....	56.00	91.00	145.00	217.50	362.50

KRNT . . .

THE STATION WITH THE

FABULOUS PERSONALITIES

AND THE

ASTRONOMICAL HOOPERS

HOOPERATING HIGHER*

- MORNING
- AFTERNOON
- NIGHT

THAN ANY OTHER STATION IN

DES MOINES

ANY KATZ MAN WILL TELL YOU THE FULL FABULOUS SALES RESULTS STORY!

*C. E. Hooper Audience Index, City Zone — June-July 1950

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION

REPRESENTED BY THE KATZ AGENCY

Strictly Business

(Continued from page 12)

in a grocery store, then in the general offices of a railroad, followed by work with a construction company, sawmilling and the real estate business.

Mr. Cummings went to Florida in 1921 where he traded in real estate, built homes, and tried to salvage something from the expended Florida boom. There he had his first brush with radio. Two of his best friends were the late City Commissioner Thomas C. Imeson, whose department handled the operation of WJAX Jacksonville, and the station's general manager, Jack Hopkins. They introduced him to the microphone. His first opportunity came from Robert M. Smith, president of the southern region of the A & P Co. He offered Harry the role of "Colonel Goodbody" on the A & P program, where he took the air as an authority on preparation of foods, carving of a fowl or roast, setting the table and other angles affiliated with the art of eating.

With advice and coaching from Norman Craig, New York, one of the early station representatives in the national field, who had suggested he try his hand as a regional representative, Mr. Cummings made a successful but conservative start. Another booster was Jack Hopkins, who built WJAX and has been general manager and chief engineer since 1925.

Some of his successful campaigns include various types of programs for Ward Baking Co., since 1931, through J. Walter Thompson Co., and through N. W. Ayer & Son, shows from the studios of WJAX and from the stage of the Florida Theatre.

Mr. Cummings is especially proud of a fishing program—developed by him without any knowledge of fishing—which ran successfully on WJAX for a number of years under national sponsorship and for a year on WIOD Miami. The program, sponsored by Atlantic Refining Co., was acclaimed far and wide and gained recognition from the Florida State Chamber of Commerce, the Junior Chamber of Commerce of Jacksonville and many others including tackle manufacturers and fishing camp operators.

Stars of Future

Two present day celebrities got their first tryouts on an amateur program handled by Harry for Foremost Dairies. The celebrities are Dorothy Shay, who was Dorothy Sims of Jacksonville, and Connie Haines, who was Yvonne Jasme, also of Jacksonville. A golf instruction program for the Atlantic Ice & Coal Co., which introduced many well known celebrities to the 'mike,' was another of Harry's successes.

In 1929 Mr. Cummings married Margaret Holmes of Eastman, Ga. They do not have any children. He is a member of the Timuquana Country Club and the Ponte Vedra Club and is active in many civic clubs and community enterprises. Harry's hobby? He says, "my business."

WFAA DROPS FM

Ceased Operation Sept. 1

WFAA Dallas has called it quits on FM. As of Sept. 1, the station discontinued the FM duplication of its AM programs and began dismantling its FM transmitter atop the Mercantile Bank Bldg. in downtown Dallas.

Martin B. Campbell, general manager, pointed out that the WFAA 820 kc plant with 50 kw and WFAA on 570 kc with 5 kw, had served the FM area "perfectly, regardless of weather." The FM service offered no original programming as distinct from the AM. The FM license will be surrendered, it was announced.

KEX FAN

With high-powered network kid shows. . and with terrific local programs like the "Squirrel Cage".. KEX has won the highest juvenile show ratings in the populous Portland market area.

In the "Squirrel Cage," versatile Merrie Virginia captivates young listeners with her delightful voice-characters, "Sir Percival Penguin" and "Tinker."

And on KEX, the syndicated "Firefighters" program achieves one of its top records in the nation!

If you want to get in solid with the youth market in the nation's fastest-growing state (and how can you better insure your business future?) tell your story via KEX. For details, ask the man from Free & Peters.

She's "Aunt Merrie" to hosts of Portland youngsters!

2,000 Portland kids jam "Firefighters" meetings.

KEX

PORTLAND
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

McFARLAND BILL

Consideration Doubted

THERE is scant hope that the House will be able to consider the McFarland Bill (S 1973) this year. In fact, it is doubtful that the Senate-approved bill will make an appearance outside of the House Commerce Committee, which completed hearings on the measure last month [BROADCASTING, Aug. 21].

A number of factors are working against S 1973, which would realign FCC's procedures. Chief among them are the following:

● Anticipated adjournment or at least continuous recess of the House this month.

● Urgency of other legislation within the committee. The Korean situation to some extent affects the agenda.

● Lack of familiarity of committee members with issues as expressed in the bill as written by Sen. E. W. McFarland (D-Ariz.) and the Senate Commerce Committee on the one hand and the FCC on the other.

● A noticeable lack of constant pressure by broadcasters or industry groups to get immediate action on the bill.

These are the opinions expressed by some committee members, in part by Rep. Dwight L. Rogers (D-Fla.), acting chairman of the committee's radio subcommittee, and in part by close observers.

The last point made, that of a letdown in industry pressure, was reported by an authority who has been keeping a detailed check on the committee's attitude on the McFarland Bill.

In addition, there is a feeling among many members of the Commerce group that wide gaps between the FCC and Sen. McFarland's thinking on the bill place the measure in the controversial category, thus entailing more time for study.

Some committeemen, including Chairman Robert Crosser (D-Ohio), while not agreeing entirely with FCC Chairman Coy's testimony delivered before the group, are inclined to go at least some of the way with the Commission.

S. F. AD SCHOOL

Fall Term Opens Today

SAN FRANCISCO School of Advertising, which opens its new fall term today (Monday) with a faculty of more than 100 top agency men and women, this year will have the largest student enrollment in its history, John Hoefer, chairman of the school's advisory committee, announced last week.

Mr. Hoefer, partner in the firm of Hoefer, Dieterich & Brown, said courses will stress practical "how to do it" aspects of advertising. The school is sponsored by the San Francisco Advertising Club.

Mapping details on contest promotion are (l to r) John H. Hicks Jr., advertising manager, Burrus Mills' Light Crust Flour; Clay W. Stephenson, account manager, Tracy-Locke; Ruth Perry, home economist, director, Light Crust Kitchen.

LATIN STATIONS

Facility Changes Reported

CHANGES in facilities of Mexican and Dominican Republic stations, reported in accordance with provisions of the North American Regional Broadcasting Agreement now being renegotiated, have been announced by FCC.

Mexico: XEAY Villa Acuna, 500 w day on 570 kc, and XEQZ Ciudad Chotumal, are deleted. XEFR Mexico City, 1 kw day, 250 w night on 1180 kc, to commence about Jan. 1. XEDX Sauzal, 250 w day on 1010 kc, to commence about Feb. 1. XEBI Aguascalientes Sept. 15 to change from 1360 kc to 790 kc, 1 kw day, 250 w night. XENA Queretara Sept. 1 was to change from 1520 kc to 1450 kc, 1 kw day, 250 w night. Same date XEJX there was to switch from 1450 kc to 250 w day on 1520 kc. XEPK Pachuca Oct. 16 to change from 1180 kc to 760 kc, 250 w day. XEMQ Merida, on 1240 kc with 250 w, Sept. 1 was to boost power to 1 kw day, 250 w night.

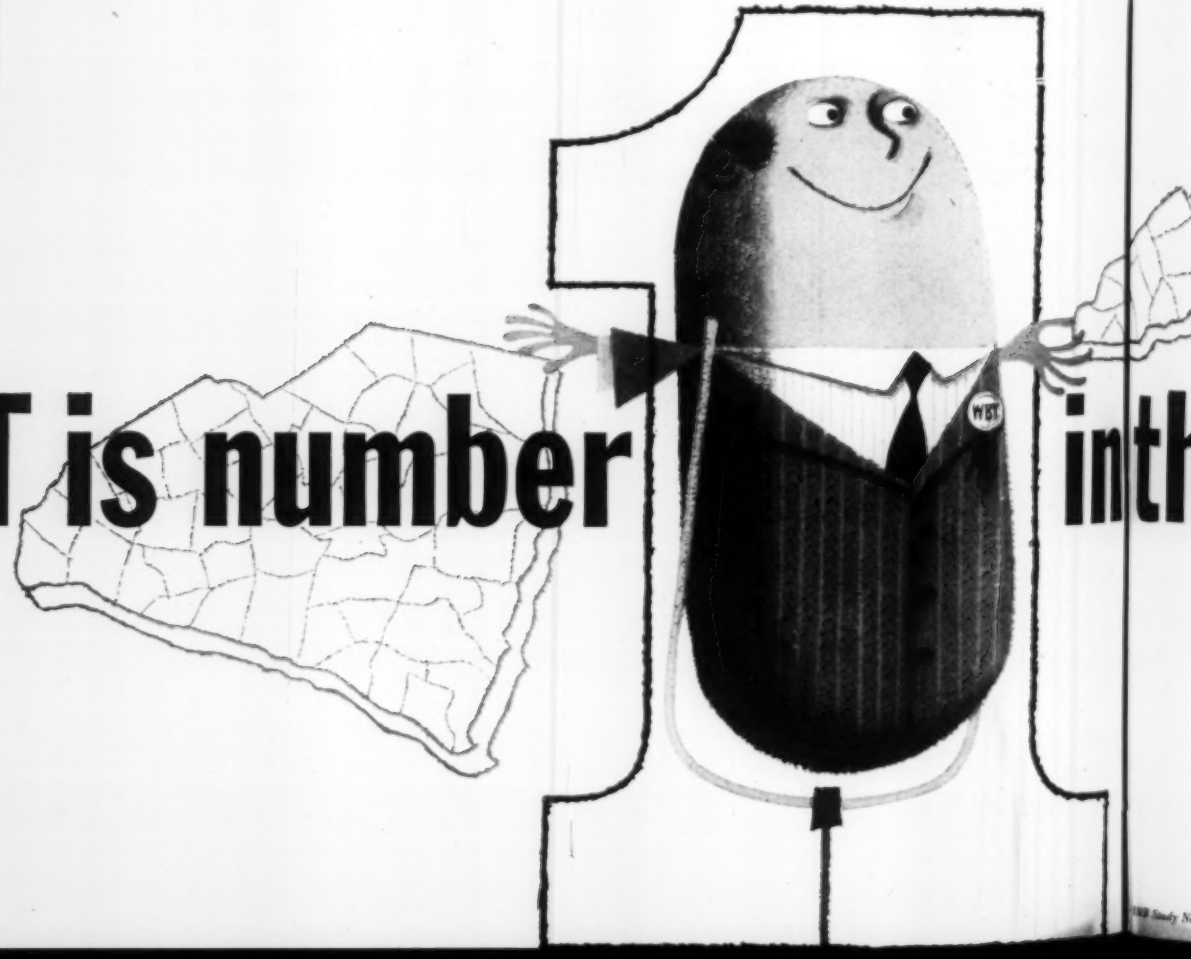
Dominican Republic: HI9Z Santiago Sept. 1 was to boost power on 820 kc from 500 w to 1 kw day, 100 w night. HI3A there, 250 w on 1400 kc, was to commence Aug. 30.

BURRUS CONTEST

Pays Tribute to South

CONTEST, offering $15,000 in prizes, is being conducted through the South by the Burrus Mill & Elevator Co., Fort Worth (Light Crust Flour). Advance promotion started Aug. 28 on the *Light Crust Doughboys* show, sponsored by Burrus over 165 MBS stations in the South. Stars from the South —such as Linda Darnell, Victor Mature and Dana Andrews—tell what they like best about Dixie and a different Southern state is saluted on each *Doughboy* show.

Details of the contest will be announced today (Sept. 11). Other promotion is being placed in newspapers and magazines in the South as well as radio spots and mention on Mutual's *Ruth Perry Presents*. Contest, on theme of "What Dixie Means to Me," will run to Oct. 1. Plans for the contest were assembled by Mutual's promotion department and Tracy-Locke Co., Dallas, advertising agency for Burrus.



ROSEFIELD PLANS

Radio-TV Campaign Set

AN extensive national spot and program campaign in both radio and TV will be used this fall and winter by Rosefield Packing Co., Alameda, Calif. (Skippy Peanut Butter), according to Guild, Bascom & Bonfigli, San Francisco, agency on the account.

The agency pointed out that the money to be used in the campaign heretofore has gone into production of Rosefield's *Skippy Hollywood Theatre* on CBS. The firm cancels the CBS show effective Sept. 21 after 10 years on the air. The packing company's other major production, *Captain Video*, sponsored on 16 eastern TV stations, will be continued and already has been renewed, it was announced.

KGGF UPS POWER

Increasing to 10 kw

KGGF Coffeyville, Kan., owned and operated by the Midwest Broadcasting Co. Inc., will begin operation with its increased power of 10 kw day 5 kw night, late in September.

Established in 1930 by H. J. Powell, KGGF has been broadcasting with 1 kw day 500 w night on 690 kc. Midwestern Broadcasting Co., with R. M. Seaton as president, acquired the ABC outlet from Mr. Powell in 1947. New transmitter equipment is Westinghouse. A new building and 350-ft. Blaw-Knox towers, located 12 miles northeast of Coffeyville, are under construction.

BEFORE taking off from State Airport in Harrisburg, Pa., to deliver some 25 aviation speeches before various clubs and organizations, Russ Brinkley (center), WHP Harrisburg night news editor, is made an "honorary captain" by All-American Airways. Miss Pat Robinson puts on Mr. Brinkley's cap completing the ceremony as Mayor Claude Robins (r) looks on. Mr. Brinkley is celebrating his 30th year as an aviation writer and is the author of a forthcoming book, *Wings Over Main Street*.

LANG-WORTH

Sets More Library Sales

LANG-WORTH Feature Programs, New York, has announced sale of its 8-inch record library to the following 36 stations:

New subscribers are: WGNS Murfreesboro, Tenn.; KCBS San Francisco, Calif.; WDBL Springfield, Tenn.; WMOU Berlin, N. H.; WBOC Salisbury, Md.; WRHC Jacksonville, Fla.; KOMO Seattle, Wash.; WPEO Peoria, Ill.; KTLF Little Falls, Minn.; KBOK Owatonna, Minn.; WTVN Columbus, Ohio; ZNS Nassau, Bahamas.

Subscribers renewing contracts are: KSEL Lubbock, Tex.; WIBG Philadelphia; WKAL Rome, N. Y.; KVET Austin, Tex.; WKRG Mobile, Ala.; KXIT, Dalhart, Tex.; WSOO Sault Ste. Marie, Mich.; WGBS, Miami, Fla.; WWVA Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSPD Toledo, Ohio; WSAR Fall River, Mass.; WMSC Columbia, S. C.; WEAU Eau Claire, Wisc.; KTEM Temple, Tex.; KODY North Platte, Neb.; KLCN Blytheville, Ark.; WPFB Middleton, Ohio; WMT Cedar Rapids, Iowa; WFEA Manchester, N. H.; WMRI Marion, Ind.; WPAT Paterson, N. J.

AEROVOX Corp., New Bedford, Mass., issues 40-page distributor catalog as addition to reference library for radio-electronic workers.

SCRIPT AWARD

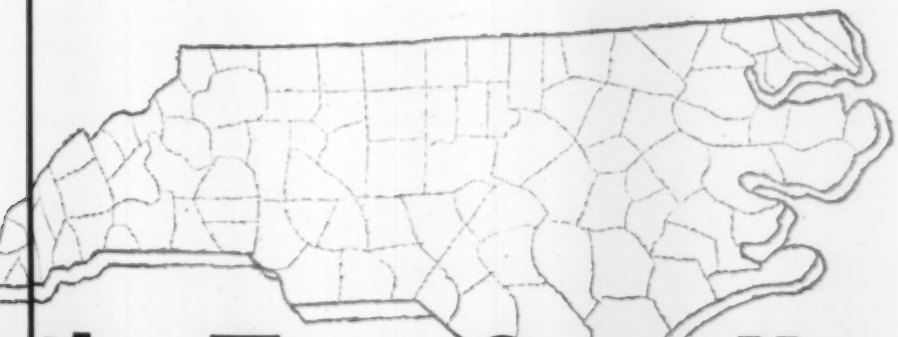
Illinois U. Sets Plan

FOUR radio script awards, aimed at encouraging professional and amateur writers to apply their skills to educational broadcasting, have been established at the U. of Illinois by the Payne Fund, according to Robert B. Hudson, director of university broadcasting.

Awards will total $1,000. First competition is now open to writers of radio scripts of an educational nature dealing with the humanities, or with the social or natural sciences. Judging will include consideration of original techniques and methods as well as significant subject matter. First prize will be $500, additional prizes $250, $150 and $100.

WILL and WCIU (FM), Illinois U.'s noncommercial stations at Urbana, will produce and broadcast the four winning scripts and transcriptions will be made available free to other noncommercial, educational stations in the U. S. Judges for the contest are Erik Barnouw, in charge of radio-TV courses at Columbia U.; Homer Heck, program director, WMAQ Chicago; Wilbur Schramm, dean of Illinois U. division of communications, and Mr. Hudson.

AMERICAN Cancer Society's 1950 award for distinguished service made to WSVS-AM-FM Crewe, Va.



nthe Two Carolinas...

*...with 32% more listeners in North and South Carolina combined than the next largest Carolina station.**

try WBT for size!

Jefferson Standard Broadcasting Company · 50,000 watts

Charlotte, N. C. · Represented by Radio Sales

DEFENSE BOOKLETS

NSRB to Issue

RADIO-TV writers and producers have been consulting in Washington with Col. Howard L. Nussbaum, of the National Security Resources Board, on proposed issuance of educational booklets dealing with civil defense and other topics.

NSRB, to whom Col. Nussbaum serves as special consultant, is expected to issue "bedside" booklets shortly after it releases its "master plan" on defense recommendations for the regional, state and local levels [CLOSED CIRCUIT, Aug. 21]. The booklets probably will be issued periodically by the board, Col. Nussbaum said, once defense planning has crystalized. Plan is still in the formulative stage, he added.

Other writers and producers for radio and television may confer from time to time with NSRB officials, reviewing texts for the booklets. They will be sworn in under security oaths.

DENVER AFRA

NLRB Rules on KMYR Case

CLAIM that the Denver local of AFRA no longer represents certain employes of KMYR Denver, Col., has been dismissed by a three-member panel of the National Labor Relations Board comprising NLRB Chairman Paul Herzog, John M. Houston and Abe Murdock.

In dismissing the petition, filed by William T. Butterfield, the board pointed out that the station and union had signed a collective bargaining contract, effective May 1, which "constitutes a bar to a present determination of representatives." The contract extends eight months, with provision for automatic renewal for one-year periods at its termination. Mr. Butterfield had sought a decertification of a consent election held on April 29, 1949. According to NLRB, Mr. Butterfield's connection with the case was not known, but it is believed he is an employee of KMYR.

WJAS Pittsburgh, Pa., awarded citation by U. S. Army for "contribution to manpower procurement program. . . ."

AT NAB 15TH DISTRICT meeting were five McClatchy station executives (l to r): seated, Howard Bailey, KWG Stockton; Hewitt Kees, KOH Reno; John Hamlyn, Sacramento; standing, Hal Brown, KMJ Fresno; Keith Collins, KFBK Sacramento. District 15 met last month in Monterey, Calif. [BROADCASTING, Aug. 28].

FACSIMILE TO HELP COTTON CROPS

Weather Forecast & Research Co. Buys WMC-FM Time

WEATHER Forecast & Research Co. is buying time on the facsimile channel of WMC-FM Memphis to supply weather information to planters and others who are interested in the cotton crops in that area. Service, started a month ago, is experimental at present with reception on two facsimile recorders which are moved from place to place for demonstration purposes. The company has placed an order with Hogan Labs for 30 recorders for installation at as many receiving points. Negotiations also are under way with General Electric Co. for several hundred recorders, redesigned for simplified operation and to sell at a reduced cost.

Headed by Albert H. Craven, licensed meteorologist and a former forecaster for the U. S. Weather Bureau, Weather Forecast & Research Co. offers cotton growers protection against their worst enemy, the boll weevil, by letting them know when to dust their crops with weevil-killing spray. Rain falling within 48 hours of the time of dusting will wash the spray away before it has completed its job and, since the cost of dusting is about $2 an acre, advance knowledge of when rain is coming is of appreciable value to the planter with 1,000 acres or more of cotton or to the banker who may have underwritten the cotton crops of many such farmers.

Service was formerly rendered by telephone calls to the individual subscribers but this became such a time-consuming process that Mr. Craven approached WMC with a query as to whether the job could not be done by facsimile broadcast which in addition to providing simultaneous service to all subscribers would also furnish them with information. After some discussion, an agreement was reached for a series of test facsimile broadcasts, which started Aug. 7.

Buys Three Quarter Hours

Mr. Craven buys three quarter-hours a day of multiplexed facsimile service—at 8 a.m., 12:30 p.m. and 4 p.m.—broadcast concurrently with the regular audio service of WMC and WMC-FM. Each broadcast starts with the official government weather forecast, followed by the company's own analyses which pinpoint the information to the individual plantation areas of the service's subscribers. Service originates on a facsimile transmitter in the offices of Weather Forecast & Research Co. and is transmitted by wire lines to WMC-FM for broadcast. Satisfactory reception has been achieved at points as distant as Greenville, Miss., 135 airline miles from the WMC-FM transmitting antenna.

17 Subscribers

Looking forward to regular contractual service, which is expected to begin when recorders are received in about six weeks, Mr. Craven has already signed up 17 subscribers, cooperative planter groups or other local organizations buying the service on a community basis. Fee for such combination subscriptions is $150 a month, $75 for the broadcast service and $75 for the rental and maintenance of the recorder. When the larger supply of recorders is available, the company will accept subscriptions from individual planters at $50 a month, likewise divided half and half between service fee and rental of receiving equipment.

KPRO (FM) Riverside, Calif., installs 100 kw, self-contained 250 horsepower generator to insure station's remaining on the air during emergency.

CO-OP TAXES

Mason Hits 'Free' Status

BUSINESS operations of cooperatives should be considered on a par with those of educational and charitable institutions, Rep. Noah M. Mason (R-Ill.) declared last week. He charged "inconsistency" by Congress in voting to equalize taxes on the latter while "refusing to touch the sacrosanct co-ops."

The House Ways & Means Committee member pointed to a bill (HR 5064) he has sponsored to equalize the tax on cooperatives with that levied on corporations. The omnibus tax bill, now in House-Senate conference, contains provisions which would tax "unrelated" business activities of charitable and educational institutions but would not change the present status of cooperatives [BROADCASTING, Sept. 4].

Government Gains

Estimating that the government would gain some $350 million from a levy on co-ops, Rep. Mason said "it is utterly unfair to consider heaping a still greater tax burden on one segment of American business and let another considerable part of it go tax-free. It has been estimated that one-third of the total wealth of America is now owned by tax-free organizations, and they are growing at breakneck speed."

Rep. Mason criticized Senate action which would defer further taxation of cooperatives pending a study by finance experts. Some cooperatives have radio interests which, under the Senate and House versions of tax revision, would not be affected by tax increases voted on corporations. However, "unrelated" business activities—including commercial radio operations—of charitable and educational groups would be taxed at the same rate as corporations.

DO YOU WANT TO COVER THE SOUTH AT LOWEST COST?

•

➔ *See Centerspread This Issue* ➔

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

GraybaR recommends

RECORDING DISCS

REG U S PAT OFF

SCOTCH BRAND SOUND RECORDING TAPE

Whether you use disc or tape recorders, Graybar is ready to serve you—with Presto recording discs or Scotch sound recording tapes.

Presto Green Label discs meet the "top-quality" requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you're sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting stylii and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape erases clean with low power, without a special erase head. It's easily edited, doesn't snarl, backlash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N. Y.*

5043

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,21)
Antenna Equipment (21)
Attenuators (7)
Cabinets (14)
Consoles (21)
Loudspeakers and Accessories (1,21,23)
Microphones, Stands and Accessories (1,12,13,16,21,23)
Monitors (11)
Recorders and Accessories (2,8,18,20)
Speech Input Equipment (21)
Test Equipment (1,7,11,22)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,10)
Transmission Line and Accessories (5)
Transmitters, Broadcast (21)
Tubes (10,15,21)
Turntables, Reproducers, and Accessories (8,18,21)
Wiring Supplies and Devices (4,9,10,12,17,19,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

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W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

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P. L. Gundy, Temple 1-5500

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THE LATEST WCKY STORY

THE WCKY JAMBOREE IS YOUR BEST SALESMAN TO COVER THE SOUTH!

WCKY HAS MORE LISTENERS THAN ANY OTHER 50,000 WATT STATION COVERING THE SOUTH!

BMB PROVES IT!

610,790 BMB FAMILIES LISTEN TO THE JAMBOREE 3 TO 7 TIMES A WEEK IN THESE SOUTHERN STATES:

KENTUCKY
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WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

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THE LATEST WCKY STORY

WCKY HAS THIS COVERAGE AT A LOWER COST PER THOUSAND BMB FAMILIES (3 to 7 times per week listening) THAN ANY OTHER 50,000 WATT STATION.

MINUTE PARTICIPATIONS COST ONLY $45.00 ON THE 52 TIME RATE.

IF YOU WANT THE SOUTH FOR YOUR SPOT CAMPAIGN. THEN WCKY IS YOUR BEST BUY.

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CALL COLLECT OR WRITE:

Tom Welstead
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L. B. Wilson

WCKY
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FIFTY THOUSAND WATTS OF SELLING POWER

XUM

editorial

NARBA–Now or Never

THE LAST HOPE of assuring peace in the AM airways across the North American nations is presented in the Third NARBA Conference, Second Session, which opened in Washington last Wednesday (story this issue).

The urgent need for a new NARBA treaty is recognized, we think, by all of the participating countries. The need is as multilateral as it is urgent. Continuing lack of a treaty can be disastrous to the broadcasting art in all of the countries involved. This primary fact should be the basis upon which to proceed.

It is encouraging that Mexico, unable to participate in the opening sessions at Montreal last fall and winter, now finds herself in position to join the common effort. Until now, the chief roadblocks have been the differences between the U.S. and Cuba. With Mexico participating it becomes possible for the nations most critically involved—Canada, Cuba, Mexico, and the U. S.—to work out their differences at the same table at the same time, and thus avoid the need for a series of piecemeal or partial agreements which might be tantamount to no agreement.

The difficulties of the past serve notice that reaching an accord will not be easy. But the fact that at one point the seemingly insuperable differences between the U. S. and Cuba were within a hairsbreadth of settlement should give encouragement for a new effort, despite later breakdown of those negotiations.

Commander C. P. Edwards of Canada, the conference chairman, set a desirable note for the new sessions when he told the plenary meeting Wednesday that he was "quite optimistic" that the situation will be stabilized for another five years.

Compromises are inevitable. If none were expected now, the delegates might just as well have stayed at home. The point is to secure one that will be equitable for all nations, providing each with channels and rights in proportion to its needs while penalizing none unduly.

Compromises, of course, can be pushed to the point where the result is worse than having no agreement at all. We think it would be foolhardy for any delegation to insist upon concessions of this sort. For then the last hope of agreement would become the lost hope.

Box-Office Rhapsody

LOOKING FOR new business? With a tremendous potential and on your own Main Street?

Then take a tip from Larry Woodin, owner of WCBA Corning, N. Y.

Mr. Woodin comes from a theatrical family (it celebrated its 25th anniversary in show business in August) and it is only natural that in addition to his radio interests he is manager of the Arcadia Theatre Co., which operates two theatres in Corning. Along with the rest of the motion picture business the Corning theatres began to suffer box-office contractions after the end of the war.

Those pains were symptomatic of a nationwide B.O. affliction. Numerous reasons were advanced, the most often heard being the advent of television. Theatre managers tried numerous panaceas—many as old as the first flickers. Amateur nights, bank nights, bingo and double features have failed.

But Larry Woodin had another idea. He believed that the people who "weren't" filling his theatres were at home listening or looking. He bought radio time. The answer is on page 54.

"I can pack my theatres with saturation radio announcements combined with programming," says Mr. Woodin. "I have found the tremendous lost audience of the motion picture industry through radio. . . . There is a gold mine of revenue for radio in the theatres of America," Mr. Woodin continues. They "simply need selling."

To paraphrase Mr. Woodin: There's gold in the wedding of the whispers and the shadows.

Pastel Color Decision

THE COLOR TV battle royal is still on. CBS is away out front on points. But there's a round to go. Two of the seven FCC judges wanted to stop the fight with an immediate CBS decision. One wanted to postpone it. The other four decreed it should continue, with a decision upcoming unless there's a surprise knockout.

That describes the status of the most important TV issue with which the FCC has come to grips in the post-war II era. What effect this half-war will have on the ultimate decision is problematical. But, in keeping with administration policy, the FCC must proceed on that "business as usual" thesis, although it takes only half an eye to discern that it is watching events at both ends of Pennsylvania Avenue, and is listening raptly to the Korean news.

Whatever the partisan views of the adversaries, there's general agreement that the FCC has handled a tough situation adroitly—from where it sits. It has issued a "first report," which gives preliminary approval to the CBS field sequential system. But it hasn't slammed the door against others. There are anguished reactions from others who have plunged into the color melee. And 100-odd telecasters are confronted with a problem of vast proportions.

Manufacturers, who haven't yet called "foul," are on the spot. The FCC, despite its lack of licensing control over them, has tossed out the ultimatum: Build sets to accommodate CBS color with "bracket standards" or witness CBS' final victory by default.

There are those who whisper that the ruling is more political than scientific. Some argue the FCC did not meet the issue; that what it did is tantamount to another postponement.

That charge is premature. It will be valid only if the FCC again postpones the day—after its new time-table expires. We doubt whether it can or will veer from its committed course.

There are many imponderables that could change the whole course of color events. The effect of the war emergency upon production, for example. The plight of FM, which has moved at a snail's pace and which was dependent upon manufacturers' use of that "incompatible" circuit in audio receivers. The possible use of the tri-color electronic tube developed by RCA and claimed also by others, with the CBS system. The possible fusion of the two.

So at this writing, the FCC is still on the spot. So are the manufacturers. The 106 telecasters, many of them just emerging from red ink, are in a quandary. The public doesn't appear to be either confused or too concerned —yet.

May the best man win. Or will it be a team?

our respects to:

PETER CARL GOLDMARK

BECAUSE a young electronics engineer and his bride, concluding a winter honeymoon on the ski trails of Canada with a stopover in Montreal, decided to drop in at a local movie to see "Gone With the Wind," the course of television history was radically changed.

The time was early in 1940. The bridegroom was Peter Carl Goldmark, physicist and inventor who had been born in Budapest Dec. 2, 1906, and educated at the U. of Berlin and U. of Vienna, receiving a doctorate in physics from the latter institution in 1931. After starting a TV research laboratory for Pye Radio Ltd. in London, Dr. Goldmark decided that

(Continued on page 57)

Static and Snow

By AWFREY QUINCY

With Billy Rose and the Metropolitan Opera House both on ABC, maybe Billy can realize his ambition to take over the coloraturas, tenors, bassos and mezzos, while Rudolph Bing pitches the horseshoes.

* * *

After playing angel to Ethel Merman's new show, soon to open, "Call Me Madam," rumor hath it that NBC is about to bankroll a musical version of "A Tree Grows in Brooklyn." It's a perfect set-up for completing the trilogy with a Broadway adaptation of "The Whistler and His Dog."

* * *

The color "decision," inviting revision
Is not a decision at all
But just a "report," inviting retort
And a pretty Donnybrook brawl.

* * *

The shoemaker sticks to his last, NEVERTHELESS, the networks are shouldering their way into the station representation business while the station representatives seek to retaliate by going in for programming and asking for option time. To complete the picture—why not put the musicians on the street to pull doorknobs in their out-of-call time, have the engineers take vocal and dramatic lessons on their off days, while between standbys the announcers can wash windows, sweep floors, empty ashtrays, and incidentally, learn about nouns, verbs, tenses, syntax, etc.

WOV's "Daily Triple"

IS YOUR BEST BET FOR SALES IMPACT, COVERAGE AND UNIT RATE—*delivering a nighttime audience of 971,520 different people weekly."*

The "Daily Triple" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

THIS IS YOUR "DAILY TRIPLE"

Each program reaching a large, distinctive and different audience.

★ **1280 CLUB**—with Bill Williams. 1½ hours of fun and music with America's greatest name bands to entertain you.

★ **PRAIRIE STARS** — with Rosalie Allen. Unchallenged queen of American Folk, Western, and Mountain Music. Elected America's No. 1 feminine disk jockey for 1950 —Western Life Poll.

★ **A RAMBLE IN ERIN** —with Pat Stanton. Authentic Irish music and folk songs, with celebrities and guest stars.

In New York At Night...

THE BIG SWING IS TO THE INDEPENDENTS!!

Originators of *Audited Audiences*

WOV NEW YORK

5000 WATTS

Rome Studios: Via del Bufalo 126

National Representative: JOHN E. PEARSON CO.

Time Buyers!

FOR YOUR NEW FALL SCHEDULES...

You cannot afford to overlook Houston, Texas, the *South's Largest Market*, and the Nation's Fourteenth Largest.

Nor can you afford to overlook the *Best Dollar Buy** in that Market — Radio Station K-NUZ.

* Current Hooper-Cost Ratio.

AND, BY THE WAY . . .

Hats Off To These New K-NUZ Advertisers:

Dentyne
Ipana
Trans-Texas Airways
Mrs. Tucker's Products
Lone Star Fiesta Ice Cream

CALL, WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
HOUSTON, TEXAS

RADIO FILLS THEATRES

Woodin Urges Owners To 'Saturate' Radio-TV

RADIO is the medium that can bring new life into stalled activity at theatre box offices. That's the message hammered home to the motion picture industry by Larry Woodin, owner of WCBA Corning, N. Y., and manager of the Arcadia Theatre Co., that city.

As seen by Mr. Woodin, from both the broadcaster's and theatre manager's viewpoint, "theatres should awaken to the pulling power of the air channels and give it some thought."

Pointing out a new source of revenue for radio (and television), Mr. Woodin's message underlines the oft-repeated legend that there are fields still open to new radio selling ideas. He explains how three media—radio, TV and the motion picture—can combine to do a selling job.

Writing in the *Motion Picture Herald* last month, Mr. Woodin said: "You'll find customers that are not in the theatres sitting in front of their radios or TV sets. The best way to get at them is to get on the program yourself and sell your theatre and attractions."

Applies Theory to Practice

This is precisely what Mr. Woodin is doing on WCBA. Proving his thesis by actions and not just words, the broadcaster-theatre owner uses "saturation radio announcements combined with programming." A 26-week series of Saturday afternoon broadcasts from the theatre stage called *Callahan's Kiddies College* was part of this campaign, he pointed out.

Sponsored by Callahan, a local Ford dealer, the program involved spelldowns, quiz contests, songfests, etc., with fifth and sixth graders from all over the area participating each week. Weekly winners competed each month for cups and monthly winners vied on the last show for a large cash award. The Ford dealer now is sponsoring a new nine-weeks summer show, *Callahan's Vaudeville Broadcasts*, based on a local talent contest. Still another program—15-minute *Hollywoodin*, fireside chat type show emceed by Mr. Woodin—is broadcast direct from the theatre.

"By the trial method I have found that I can pack my theatres with saturation radio announcements combined with programming," Mr. Woodin told BROADCASTING. ". . . I have found the tremendous lost audience of the motion picture industry through the medium of saturation usage of radio."

Urging the radio industry "to awaken the 16,000 theatres in this country to the value of radio advertising—not just a daily spot but carefully planned usage," Mr. Woodin said, "the motion picture industry . . . is capable of becoming radio's greatest customer because radio reaches every lost movie customer.

"There is a gold mine of revenue for radio in the theatres of America and the producers of the product for those theatres. It looks to me like radio has overlooked a wonderful market. It simply needs selling."

Mr. Woodin's advice to the movie industry, as printed in the *Herald*, carries a point of warning. "Plain cut-and-dried spot announcements won't do it (find customers), and that seems to be the trouble with this industry when it comes to using radio. It's spot-happy, and not program conscious. Via the radio the manager has a chance to sit down and talk to his people—a sort of theatre fireside chat—and properly handled it will lure them back into the theatres, too. . . ."

Newspaper advertising need not be dropped, Mr. Woodin wrote, "but certainly it's time this industry awakened to the tremendous pull of radio, properly used. This medium of exploitation should be added to those other mediums now used. Per customer, it's really cheap to use."

This radio sales message to the motion picture industry is needed, Mr. Woodin explains, because "the entertainment industry itself practically is a non-user of radio to sell its wares . . . figures show that of millions spent on radio advertising each year the motion picture industry spends only a few thousands."

Canadian Reports

COVERING the summer listening period, the first of a new service of quarterly reports on Canadian area listening and ratings has been released by Elliott-Haynes Ltd., Toronto. The second report is to be released in November covering late summer and early fall listening. The reports, made by telephone survey, cover 11 Canadian areas, excluding cities on which monthly rating reports are released.

HOWARD N. SMITH

Agency Head Dies

HOWARD N. SMITH, 44, chairman of the board of Rogers & Smith Advertising Agency, Chicago, died Aug. 30 in a Dallas hospital.

Son of Walter E. Smith, president of the agency, Howard Smith established the Dallas office in 1944. He had held the title of executive vice president for the Chicago, Kansas City and Dallas offices before being raised to the chairmanship about a month before his death. He had been ill about a year.

A Chicagoan, Howard Smith went to Dallas in 1935. He was associated with Herbert Rogers Co. there before opening the Rogers & Smith office, which he headed. His original associate in the Dallas agency was Marie J. Callahan, who presently directs the agency's radio-television department.

Mr. Smith leaves his widow and six children, the oldest being Howard Jr., a member of the agency production staff.

FREEDOM CRUSADE

NBC Show Carried Sept. 8

CELEBRITIES appearing for "Crusade for Freedom" filled simultaneously both radio and TV versions of *We the People* over NBC and NBC-TV, last Friday (Sept. 8), 8:30-9:00.

General Lucius D. Clay, Joseph C. Grew, A. A. Berle, Walter Reuther, Raymond Massey and Alexander Lewit, president of Lewit Corp. and 1950 Horatio Alger Award winner, were some of the speakers.

Described as a "moral offensive for human freedom" by private American citizens, the crusade rally will be rebroadcast over Radio Free Europe to Czechoslovakia, Rumania, Poland, Hungary, and Bulgaria, after the original presentation made possible by the Gulf Oil Companies in New York.

DIRECTORS of WJR Detroit vote dividend of 10¢ per share to be paid Sept. 20 to stockholders of record at close of business Sept. 12.

Joseph Hershey McGillvra INC.

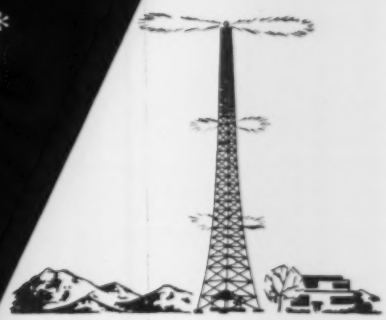
for **"TOPS IN SPOTS"**

Contact our nearest office

Chicago 185 N. Wabash Avenue
Atlanta Rhodes-Haverty Building
Baltimore 2104 N. Charles Street
San Francisco 68 Post Street
Los Angeles 684 S. Lafayette Park Pl.
New York 366 Madison Avenue
Executive Office

RADIO STATION REPRESENTATIVES • AM • FM • TV

a COMPLETE LINE of CAA APPROVED* TOWER LIGHTING EQUIPMENT BY Andrew



Designed for Dependability . . . Immediate Delivery . . .

300 MM CODE BEACON, Type 660. Sturdily constructed, completely dependable. To provide steady, uninterrupted service for many years of exposure to rigorous weather conditions, metal parts are made of cast aluminum with hardwear of corrosion resistant bronze. Insects are kept out by screens placed in ventilating openings.

ISOFORMERS, Types 2015 and 2030. Interlocking ring, air-insulated lighting transformers; particularly adapted for use with towers that develop a high voltage across the base insulator.

REPLACEMENT LAMPS, for code beacons and obstruction lights. Carried in stock in variety of filament voltages.

LIGHTING FILTERS, for use with insulated towers developing moderate voltages above 1 MC. Models available unhoused or in weatherproof steel housing.

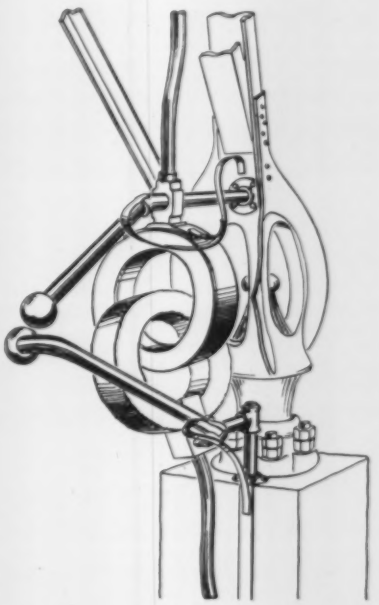
BURNOUT INDICATORS, to show lamp failure.

PHOTOELECTRIC CONTROL SWITCHES, to turn tower lights ON and OFF.

FLASHERS, for code beacons.

COMPLETE TOWER LIGHTING KITS, including conduit, wire, and all fittings for towers of any height.

SINGLE (Type 661A) and DOUBLE (Type 662A) OBSTRUCTION LIGHTS. Easy to service, rugged, reliable. To replace burned out lamps, just loosen one thumb screw and open the two piece cast aluminum housing.



Write for descriptive bulletins or further information—today.

**CAA approvals cover only lighting fixtures themselves. Associated equipment is not subject to CAA regulations but more than meets all local regulations.*

Andrew CORPORATION
363 EAST 75th STREET · CHICAGO 19

ANDREW

WORLD'S LARGEST ANTENNA EQUIPMENT SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT · ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT · CONSULTING ENGINEERING SERVICES

front office

BEVERLY (Bevo) MIDDLETON to partner in Radio Hendersonville Inc. (WHKP Hendersonville, N. C.). He will participate in station operations as business manager. Was with WCBS New York as sales executive, and was founder and manager of WUSN Charleston.

CARL WARD, general sales manager WCCO Minneapolis, to assistant general manager. He will continue as sales manager in addition to his new duties.

Mr. Ward

BEN HOBERMAN, general manager WDET-FM Detroit, to WXYZ-TV Detroit sales staff as special representative.

MURRAY JAY GREEN, sales force WMGM New York, to WTNJ Trenton, N. J., as general manager replacing **FRANKLYN J. WOLFF**, retired.

SELMA PIERSON, account executive WKNA Charleston, W. Va., to commercial manager in charge of local and regional sales WCAW same city. Move is part of overall reorganization plan on part of WCAW.

WILLIAM LOUNSBURY to commercial relations staff WIRY Plattsburg, N. Y.

DONALD R. FLEMING, Thompson & Holmes Ltd., S. F., to radio sales representative staff of KGO there.

RONALD E. VEDDER and **ROBERT MOORE** to WQUA Moline, Ill., as account executives.

ROBERT PAUL, radio director local jewelry firm, to succeed **CARTER REYNOLDS** on sales staff KRNT Des Moines. Mr. Reynolds leaves for sales manager post with local heating firm.

OLE MORBY, assistant general sales manager CBS Pacific Network, Hollywood, to S. F. as head of network's sales operation in that area. Succeeds **CLARK GEORGE**, now on active U. S. Navy duty.

WALTER H. (Bill) STAMPER, promotion manager WDOD-AM-FM Chattanooga, Tenn., to sales staff of stations.

WPIT-AM-FM Pittsburgh names Forjoe & Co. as national representative.

ROBERT E. BRADHAM, general manager WTMA Charleston, S. C., resigns. Future plans have not been announced.

TOMMY FOWLER, Armour & Co., Chicago, to sales staff KTRY Monroe, La., to handle regional and local accounts. Succeeds **JOHN J. ROHRER**, named station manager.

KEN CAREY, account executive KWKW Pasadena, to KFAC Los Angeles, replacing **VERN LINDBLADE**, now KFVD Los Angeles commercial manager.

Personals . . .

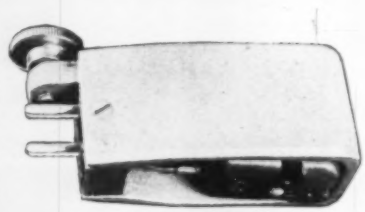
TOM WATSON Jr., president and general manager WSWN Belle Glade, Fla., subject of article in *Florida Newspaper News and Radio Digest* this month. . . . **GRANVILLE WALTERS**, general manager WAML Laurel, Miss., headed local delegation to Exchange Club meeting in Washington.

ROBERT L. PRATT, station manager KGGF Coffeyville, Kan., named general campaign chairman of 1951 Coffeyville Community Chest drive. . . . **EDGAR KOBAK**, owner WTWA Thomson, Ga., spent several days in Thomson visiting station last week. . . . **HERBERT J. PETERSON**, account executive WOC-AM-TV Davenport, Iowa, addressed area workshop meeting of Iowa Oil Industry Information committee in Davenport Aug. 28.

NOW! an Adapter for your 9-A Equipment!

- No Need to Buy Costly Additional Arms and Equalizers
- Operates through your present 9-A Switch & Filter
- Replace Diamond or Sapphire Points yourself in a few minutes
- Better Fidelity—Less Needle Scratch—Higher Output

This G. E. RELUCTANCE HEAD and ADAPTER is interchangeable with any standard 9-A, which can continue to be used for Vertical or Lateral transcriptions. Impedances are matched. Available also in MICRO-GROOVE type if desired.



only $29.75

Sapphire point $2.10 add'l
—Diamond also available

Write or Wire...

BROADCAST SERVICE CO.

334 Arcade Bldg. St. Louis, Mo.

BLACK VS. R&R

Asks $74,000 in Damages

DEMANDING $74,000, a damage suit has been filed in Los Angeles Superior Court against Ruthrauff & Ryan Inc., Hollywood, by Don Black, writer-producer.

Charging the agency with appropriating a radio-television property submitted on June 29, 1949, damages were set by Mr. Black's attorney on the basis of estimated revenue from the program if it had been broadcast under sponsorship. Mr. Black in his suit alleges the agency let the idea lie dormant since the script and program presentation were submitted and refused to return both to him despite a year-long effort to recover the property. Titled *Spotlight on Youth*, the program involved broadcasts from high schools around the country.

AFA Dist. 10 Meet

"BALANCED" advertising looking toward more effective use of all media will afford the theme for the 1950 American Federation of Advertisers Dist. 10 meeting to be held in Amarillo, Tex., Oct. 22-24. Theme will be stressed "in the light of current national and international developments," it was announced by Ed Weber, advertising manager, Southwestern Public Service Co. and vice general chairman of the convention committee. Topics will include judicious use of art work and properly weighted copy for impact and truthfulness, according to Mr. Weber, an officer and director of the Amarillo Advertising Club.

OHIO AD SESSION

Retailers' Meet Is Set

SPECIAL session on retail advertising and sales promotion, prompted by retailers in Ohio and adjoining states, will be held at Ohio State U.'s annual conference on advertising and sales promotion Oct. 6-7. [BROADCASTING, Aug. 28].

The special session will be keynoted by Russell Brown, New York, advertising director of Allied Stores Corp., who will speak on "Retail Sales Management." At the same meeting, David Arons, publicity director of Gimbel's, Philadelphia, will discuss "Retailing's Electronic Tool—Television."

Other speakers will include Fred P. Stashower, Lang, Fisher & Stashower, Cleveland, and T. J. Twentyman, Metropolitan Stores, Dayton, Ohio. W. T. Kilduff of H. & S. Pogue Co., Cincinnati, will serve as chairman of the retail advertising session to be held at the Chittenden Hotel.

Sarnoff in 'Record'

FOR THE SECOND time in almost as many days, Congress was oriented to views held by Brig. Gen. David Sarnoff, chairman of the board, RCA. The Aug. 29 issue of the *Congressional Record*, containing a reprint of Gen. Sarnoff's VFW speech "America Is Challenged" [BROADCASTING, Sept. 4], was followed by the insertion by Sen. Karl E. Mundt (R-S. D.) on Sept. 1 of the general's article, "Our Next Frontier—Transoceanic TV," pointing up how a global TV network could be operated. Sen. Mundt has urged Congress to consider annexing vision to Voice of America.

Respects

(Continued from page 52)

the British interest in television was not intense enough to make a good future for him there, so he moved on west across the Atlantic. He found to his chagrin that American concern over TV, in 1933, was also considerably below the boiling point.

After a couple of years of free-lance activity as a consultant and contributor to technical publications, Dr. Goldmark joined the CBS video research staff. Shortly afterwards he was named chief television engineer for the network, his title at the time of his chance visit to "Gone With the Wind."

Impressed by the effectiveness of the colored pictures on the theatre screen, Dr. Goldmark was soon ignoring them for even more attractive images of his own creation, evoked by his silent question: "Why can't we have color television?" Before the night was over, he had worked out the theory which forms the basis of the CBS system of color television—probably one of the most controversial theories ever to confront the broadcasting industry.

"There are only four possible systems for broadcasting TV pictures in color," Dr. Goldmark explained last week: "Simultaneous, dot sequential, line sequential and field sequential. With the field wide open and no reason to make my choice on any but purely technical considerations—the chief advantage of being first in any endeavor—I naturally selected the field sequential system. It's the most flexible, capable of using the greatest variety of equipment, the least expensive and the most reliable way to do the job."

First Demonstration

Back at his CBS TV lab in New York, Dr. Goldmark quietly went to work on color with the help of two or three of his staff. Within three months—in the spring of 1940—they were able to demonstrate their color system to top CBS executives.

That summer, CBS made its first out-of-the-family color demonstration to James Lawrence Fly, then FCC Chairman, telecasting the colored images on a 6 mc channel via the network's standard black-and-white TV station. In the fall, after a series of enthusiastically received color showings, CBS asked the National Television Standards Committee, organized from all ranks of the electronic industry, to secure industry agreement on standards for commercial video broadcasting for submission to the FCC, to consider the CBS color system along with black-and-white TV.

"NTSC didn't want to 'mess up' monochrome with color, so they proposed that it be relegated to the UHF region," Dr. Goldmark remembered. "Some things haven't changed much in the last 10 years," he added dryly. Early in 1941 the Commission approved commercial telecasting in black-and-white and authorized experimental color operation in a 6 mc band width. But the advent of the war halted further color work, while Dr. Goldmark and his research associates devoted themselves to military problems.

In 1944, CBS proposed that television be moved into the UHF frequencies, with a 16 mc band assigned to each TV station, permitting color telecasts with the same 525-line definition that had been set as standard for monochrome transmission. Following the war's end in 1945, Dr. Goldmark and his staff eagerly set about proving the system's practicality. They built one color transmitter in their lab and commissioned Federal Telephone & Radio Corp. to build another one for them.

As soon as equipment could be readied, CBS embarked on a practically continuous schedule of color demonstrations—to the Commission, broadcasters both AM and TV, receiver manufacturers, advertisers and advertising agencies, newsmen and the more quoteworthy members of the citizenry.

FCC's Rejection

Meanwhile, the network had petitioned the FCC to authorize commercial color TV broadcasting with the CBS system. This petition was vigorously opposed by other industry interests and early in 1947, after protracted hearings, the FCC rejected the CBS petition and sent color television back to the laboratory for further development. Dr. Goldmark still recalls this as his "most discouraging turn-down, which would have squashed any but the most die-hard researcher."

The unsquashable Dr. Goldmark and his color staff "then went underground with our research," he related, "coming up with color in a 6 mc band, an all-electronic projection receiver and pictures superior to anything shown before, despite the narrower band." At about the same time, the U. of Pennsylvania medical school and Smith, Kline & French, pharmaceutical laboratories, gave the CBS researchers a welcome boost in morale by selecting their system for use in telecasting surgical operations.

Since May 1949, when the first color telecast of an operation was made at the U. of Pennsylvania Hospital, more than 100,000 physicians and medical students have watched operations by color TV at national and regional medical conventions and a dozen more such demonstrations are scheduled for the coming year.

In March, the university recognized Dr. Goldmark's contribution to medical education by naming him visiting professor of medical electronics. But he is even prouder of the fact that today the plans for all new hospitals to be built in the nation call for color TV equipment in place of the traditional operating amphitheaters.

Earlier, Dr. Goldmark's achievements in electronic research had been honored by the Institute of Radio Engineers. At the IRE annual meeting in January 1946 he was presented with the Morris Liebmann Memorial Prize for "his contribution to the development of television systems, particularly in the field of color."

Born into a musical family—his grand uncle Carl Goldmark was a noted Viennese composer—Peter Goldmark is himself an accomplished cellist. Dissatisfied with the quality of phonograph records and with their brief playing time which introduced too many interruptions into the reproduction of any major musical work, he set to work in 1945 to develop a new type of record that would approach FM quality and could contain an entire symphony on a single disc. Begun in his home workshop largely as a personal project to take his mind off the problems of color television which filled his days, this, too, soon became a major developmental project. It continued under his direction for three years until, in 1948, the CBS subsidiary Columbia Records Inc. introduced the Long Playing Microgroove record, operating at $33\frac{1}{3}$ rpm.

As in television, where his field sequential color system was meeting bitter competition from the dot sequential system developed by RCA, Dr. Goldmark's new recording process also immediately involved him and his associates in another battle with the same opponent. RCA was now introducing its new records and players operating at 45 rpm.

"It's the television story all over again," Dr. Goldmark smilingly commented. "I picked the system that seemed best technically; the late comers had to pick something different for competitive reasons."

Now CBS director of engineering research and development, Dr. Goldmark lives with his wife, the former Frances Trainer, and their three children—Peter, 9; Frances, 8, and Christopher, 2—in New Canaan, Conn.

Evenings when not at work in his small but well equipped home laboratory, he often spends playing chamber music with his mother and brother. His favorite outdoor sport at the moment is water skiing, which he first tried during a recent Bermuda vacation.

O'Daniel Back

FORMER U. S. Sen. W. Lee O'Daniel of Texas is back on the air over stations of the Lone Star Chain in an unusual way. From 5:30 to 6 p.m. Sunday, he is his own sponsor in a program which combines hymn singing, folksy mail-order selling of the W. Lee O'Daniel Life Insurance Co. of Dallas, plus a political crusade with a "we-the-people" slogan directed against the Truman administration and alleged Communist influences in Congress and Washington generally.

we've got 12,441 of them!

That's the final count — 12,441 slogans submitted in WSYR's Anti-Hoarding Slogan Contest.

A joint promotion of WSYR-AM and WSYR-TV, the contest ran two weeks—drew entries and interested comments from all over Central New York.

People in the rich Central New York market watch and listen to WSYR. It's a wonderful way to put your own promotion across.

WSYR SYRACUSE
AM • FM • TV

The Only Complete Broadcast Institution in Central New York
NBC Affiliate — Headley-Reed, National Representatives

In
WILKes-Barre
It's WILK
(ABC)

The No. 1 Station
In Pennsylvania's
3rd Market

New Transmitter, now nearing completion, will increase power to

5000
WATTS (Daytime)
1000 Night-time

WILK

Saturates
the Wilkes-Barre
Metropolitan Area

391,219 Population (1950)
(Exceeded in Pennsylvania Only by Philadelphia and Pittsburgh)

★

AVERY-KNODEL, INC.
Nat'l. Rep.
608 Fifth Ave., New York 20

P. S. — WILK Gives You a Plus in Bonus Coverage of Scranton

air-casters

RUSSELL KAISER, head of merchandising and promotion KWK St. Louis, to program coordinator, succeeding **BESS DIMPAPAS,** who becomes secretary to **Robert Convey,** president. **FRED MUELLER,** publicity director, to director of merchandising and promotion. **DEE WARNBRODT,** secretary to Mr. Convey, resigns to be married.

JOHN HARPER, KABC San Antonio, Tex., to KRLD-AM-TV Dallas.

DICK MILLS, disc jockey WEOK Poughkeepsie, N. Y., to WPTR Albany, as m.c. *Dick Mills Show,* Mon.-Fri., 7-9 a.m., and 4-6 p.m.

CLARK THORNTON, announcer WMAL-AM-TV Washington, to active service with Army, 804th Signal Base Depot.

SMOKEY SMITH, western singing disc jockey, to KRNT Des Moines, Iowa.

EDNA LEWIS MARSHALL, Red Cross worker during World War II, to WBZ-TV Boston, as director touring cooking school and *Fun With Food* show.

DON PAINTER to ABC's Central Division production department after working as a video producer and director in Hollywood.

MARTIN HILL, production manager five weekly CBC *House Party,* to director of show.

TED WORK, WEAM Arlington, to WINX Washington announcing staff on *Bandstand* and *Dreamland* shows.

CLAUDIA WARREN, WBRM Marion, N. C., to WINX as musical director succeeding **RUTH FARWELL,** resigned.

JACK MAGERRALL, newscaster and copywriter WSUI Iowa City, to KRNT Des Moines continuity department, succeeding **CHUCK SHEILDS** (See AGENCY BEAT).

BRUCE MAYER to producer *Ladies Day,* afternoon show for WJBK-TV Detroit. Was with CBS Chicago and ABC-TV Detroit.

DAN SHAPIRO, writer at Universal Pictures, Hollywood, to N. Y. with assignment on NBC-TV Milton Berle show.

PAT WAGNER, Radio de France, Paris, France, to E.C.A. Radio Department, Brussels, Belgium, as script editor, assigned to *Europe Recovering.*

SAM PERRIN, MILT JOSEFSBERG, GEORGE BALZER, JOHN TACKABERRY, writing team on CBS *Jack Benny Show* for past eight years, re-sign for coming season.

JOY LENSING replaces **DIANA MUMBY** as hostess on *Backstage With NTG* on KTSL (TV) Hollywood.

BOB FALCON, Washington area disc m.c., to WPIK Alexandria, Va., as morning man.

HARRY L. KOENIGSBERG, WFAA Dallas publicity director, taken on tour of BBC while on recent visit to London.

HANK HOPE to KWIK Burbank, Calif. Starts six weekly 60 minute disc program, originating from Beverly Hills Tropics restaurant.

CARLTON WINCKLER, production manager KECA-TV Los Angeles, to NBC-TV New York as producer, assigned to *Ed Wynn Show.*

HAMILTON KEENER, head of KNX Hollywood transcription department, to CBS assistant director. **RAY AGONA** now in charge of transcription department.

SHELDON BREN, announcer-disc m.c. KUTA Salt Lake City, to KIDO Boise, Idaho.

PAT HEALY, associate editor of local TV fan magazine, to KTTV (TV) Hollywood promotion department.

HAL GOLDIN, WJJL Niagara Falls, to *Meet Me at the Stuyvesant* show, WEBR Buffalo, N.Y. **FRANK WARD,** CHVC Niagara Falls, Ont., to WEBR staff.

PAT ADAMS, new to radio, to traffic director KGGF Coffeyville, Kan., succeeding **MARY DODSON,** resigned to be married.

RAY MULLINS, KDB and KIST Santa Barbara, Calif., to WSRS Cleveland.

PHILIP NORMAN, producer-director McCann-Erickson Inc., N. Y., to KNX Hollywood as director *Housewives Protective League,* effective Sept. 18. Succeeds **KNOX MANNING,** returned to news broadcasting and TV assignments.

BOB CLAYTON, WJAS Pittsburgh newscaster and announcer, resigns to enter stocks and bonds brokerage business.

FRANK LaTOURETTE, ABC Western division news and special events department manager, L. A., father of girl, Stephanie Ann, Aug. 25.

BETTIE CUNNINGHAM, continuity writer at KRLD Dallas, and Barton B. Church have announced their marriage.

LOUIS BREAULT, continuity editor WFAA Dallas, called to Army service. He will return to public relations duty with his old rank of captain, expecting to be located at Fourth Army Headquarters, Fort Sam Houston, San Antonio.

MARVIN MILLER, Hollywood announcer, signed to narrate two-reel Warner Bros. film, "The Wanderers Return," recently made in Israel.

AL LEWIS, art director and conductor musical review WCPO-TV Cincinnati, father of girl. **Mrs. WANDA LEWIS** sketches for station.

ROSS McCONNELL, veteran announcer, to *Mac's Almanac,* five-a-week music and chatter show, KING Seattle, 7:30-8 a.m.

THEODORE A. OKON, public relations and publicity director WDTV (TV) Pittsburgh, resigns to become business manager of Al Morgan, star *Al Morgan Show,* DuMont TV network.

HANK SYLVERN, radio-TV musical director, to *By Popular Demand* show, CBS-TV, Fri., 10 p.m.

HOMER GRIFFITH, coordinator of national sales California Group (KYNO Fresno, KAFY Bakersfield, KCOK Tulare) to Progressive Broadcasting System, Hollywood, as station relations director, Oct. 1.

SAM BRADLEY, staff announcer WLDY Ladysmith, Wis., and Charlotte Bacon have announced their marriage, Aug. 18.

JEANETTE COTTINGHAM, assistant promotion manager KRNT Des Moines, elected vice president Des Moines Women's Advertising Club.

MACKIE QUAVE, chief announcer WIS Columbia, S. C., father of girl, Vicki Lynn.

VIRGINIA STEWART, continuity director and women's editor WOKZ Alton, Ill., elected president International Toastmistress Clubs Inc.

FRAN PETTAY, WJR Detroit disc jockey, guested on *ABC's of Music,* Sept. 6 on CBS.

News • • •

MARTIN D. MANNIX, WEAV Plattsburg, N. Y., newsman and commentator, to WIRY same city as director of special events and promotion manager.

LAURANCE GIBBS, KMLB Monroe, La., to sports director WJXN Jackson, Miss.

BOB WEST, field worker in WERE Cleveland news room, and **MARTI WHELAN,** special reporter *Cleveland Press,* to WERE as rewrite men.

LARRY MARTIN, WHIM and WRIB Providence, R. I., to WPEN Philadelphia to do color and commercials for all 1950 Eagles football games and *Fight of the Week.*

"BLUE" HOWELL, 1928 All-American football player, to KFAB Omaha sports staff to do color and analysis on U. of Nebraska broadcasts. Mr. Howell is also city manager for Omaha for Woodmen of the World.

JIM WOODS, sportscaster WAGA-AM-TV Atlanta, Ga., awarded trophy by Atlanta Crackers baseball club for "his fine telecasting of team's games over WAGA-TV."

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ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

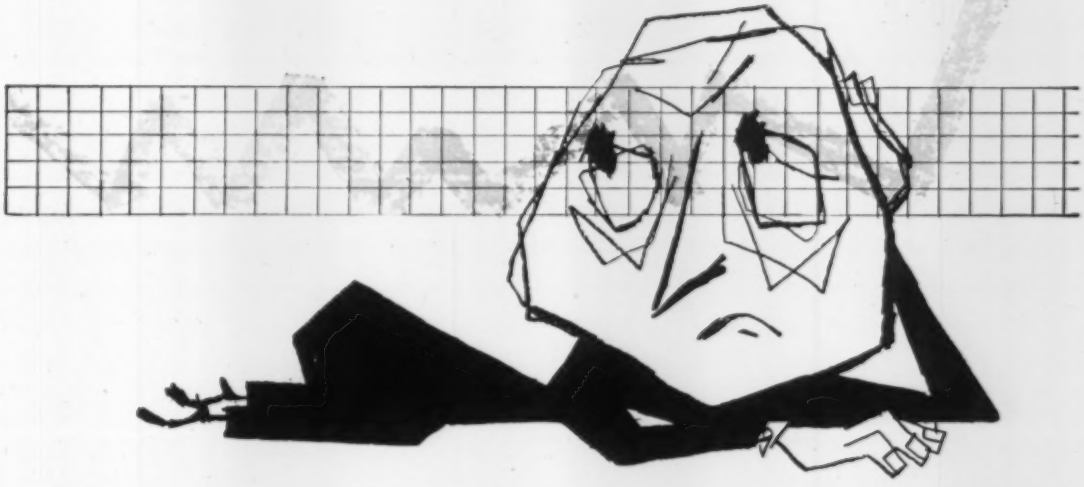
XUM

SEPTEMBER 11, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

In a Quandary Over Sales Costs?



Dollars get more dialers on Du Mont!

Say, if you're looking for TV, take a look where all the looking began; Du Mont—first in TV networking. Du Mont—covering 99% of America's telesets. Du Mont—where a small budget puts you in TV in a big way...You see Du Mont pays undivided attention to TV and that's why TV pays handsomely to Du Mont Sponsors. Meaning you.

The Nation's Window on the World —60 Stations

TELEVISION DUMONT NETWORK

515 Madison Avenue, New York 22, N. Y. • Phone MUrray Hill 8-2600

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IN SAN FRANCISCO BAY AREA TELEVISION...

KRON-TV PUTS MORE EYES ON TELEVISED SPOTS

...with this interest-ALL-the-family parade of programs that keeps folks dialed to Channel 4

EVERY WEEK

... KRON-TV fans in the San Francisco Bay Area see all these NBC network and top local shows...presented with the selling impact of *"Clear Sweep"* television:

- 4 DRAMATIC PRESENTATIONS
- 6 SHOWS FOR CHILDREN
- 10 FEATURING INTERVIEWS
- 5 WITH MUSIC AND SONGS
- 6 VARIETY PROGRAMS
- 3 THAT PRESENT FASHIONS
- 5 AUDIENCE PARTICIPATION
- 3 SHOWS ABOUT SPORTS
- 13 MISCELLANEOUS
- NEWS, TELENEWS, REGULARLY

(*Note:* Some of the programs here referred to are grouped under more than one subject classification. Also, many programs listed numerically only once are telecast throughout the week or several times weekly.)

SPOTlight your tele-selling with "A" spot schedules on...

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

Represented nationally by FREE & PETERS, INC. ... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Sts., San Francisco

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

SEPTEMBER 11, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

NEW COLOR FIGHT LOOMS

CBS Rivals Confident of Upset

RIVALS of CBS in the fight for FCC approval of a color television system appeared determined last week that Columbia will not win by default—assuming that receiver manufacturers will meet FCC's conditions for prolongation of the battle [BROADCASTING, Sept. 4].

Whether the manufacturers will or can begin almost immediately to make black-and-white sets compatible with the CBS color system —the condition specified by FCC as the only grounds on which it will delay a straight-out verdict for CBS—appeared to be an unknown factor at the weekend (see separate story this page).

RCA, Columbia's principal opponent in the color proceedings to date, offered no comment on its own manufacturing plans. But its expressed confidence that its own compatible, electronic color technique will win the final verdict was taken by most observers as evidence that it will undertake to meet the manufacturing requirements laid down by the Commission.

FCC's Requirements

Those requirements: That manufacturers by Sept. 29 assure FCC that "the great majority" of sets coming off the production lines in the future will incorporate "bracket standards" and either a manual or automatic switch, making them capable of receiving not only present black-and-white but also CBS color in black-and-white.

With this assurance, FCC's decision said, the final color decision will be delayed and adoption of the CBS system will be "proposed," leaving the way open for consideration of other systems and developments achieved since the color hearing was completed. But if this assurance is not forthcoming, or if "bracket standards" cannot be adopted without hearing, FCC made clear that it intends to adopt the CBS system immediately.

Its purpose, FCC said, is to make sure that the number of sets incapable of receiving CBS color transmissions in black-and-white without conversion does not increase materially while the color question is given further study. Unless this compatibility problem can be retained in *status quo*, the report asserted, color must be authorized now on the basis of CBS standards—the only system which FCC adjudged ready for standardization at this time.

If FCC is convinced that the compatibility problem will not be aggravated by the manufacture and distribution of more sets capable of receiving only standard monochrome, then non-CBS systems may be advanced for consideration—including RCA's and Color Television Inc.'s, the other CBS rival in the hearing—if the proponents (1) supply receivers to the FCC laboratory by Dec. 5; (2) have a signal on the air in Washington by that time, and (3) present a series of demonstrations to the Commission between Dec. 5 and Jan. 5.

Even if they met these tests, such non-CBS systems would have to convince the Commission that they "had a reasonable prospect of satisfying all of the criteria" which FCC's report laid down for a color system [BROADCASTING, Sept. 4].

Without calling names, the report noted that one of the proponents of another system (RCA), and a company which has reported a new color system (General Electric Co.) are both "substantial" manufacturers of TV sets. The same is true of two other participants in the proceeding, FCC said, presumably referring to Philco Corp. and Allen B. DuMont Labs. The report also pointed out that Radio-Television Manufacturing Assn. "comprehends a very large part of the television manufacturing capacity of this country," and added with reference to all these companies and RTMA:

"Within this group lies the answer as to whether the *status quo* on compatibility will be maintained if the Commission postpones the issuance of a final decision at this time."

CTI Is Hopeful

While RCA did not disclose manufacturing plans, Color Television Inc., which has now developed a new system called Uniplex [TELECASTING, Sept. 1], was specific as to its demonstration objectives: "The Commission has left the door open for CTI to demonstrate its completely new Uniplex system between Dec. 5, 1950, and Jan. 5, 1951. We will build our equipment and be prepared to demonstrate a color television system definitely superior to the CBS or any other system thus far proposed to the FCC."

CBS on the other hand took FCC's evaluation of its system to be "the best indication that no superior system will be forthcoming during the period which is being afforded for one last look before final establishment of CBS standards."

Skiatron Corp., sponsor of a subtractive system of color, meanwhile signified intentions of giving FCC a demonstration.

"We plan to demonstrate the feasibility of obtaining very large TV pictures using the CBS color filter wheel in conjunction with the Supersonic TV projector," Skiatron told TELECASTING. The company continued:

If the CBS system is adopted by FCC, the Skiatron Corp.'s advantage in the field of color TV would be heightened, since Skiatron's Supersonic TV projector is the only equipment capable of delivering a very large color TV picture. With the use of newly developed light sources, in fact, the Supersonic projector could give an image up to the full theatre-screen size. On the other hand, using a direct-view set, the largest picture obtainable with a CBS color wheel is 12½ inches.

Both the CBS and RCA systems, however, are additive color systems. In the experience of the film industry, additive systems have proved inferior to subtractive color, such as Technicolor and Kodachrome. Skiatron Corp.,

(Continued on page 69)

SET MAKERS PUZZLE

Time Need Felt

MANUFACTURERS still are poring over FCC's color report [BROADCASTING, Sept. 4], with first reaction to its bracket standards ranging from sheer amazement to a desire to do what the FCC has indicated would be in the public interest.

A majority of set makers willing to comment at this stage took the position that their engineers and production experts must have a chance to work out practical aspects of bracket standards before they decide whether they can reach a mature decision inside the FCC's Sept. 29 deadline. Some felt they would need several months to decide.

William J. Halligan, president of Hallicrafters Co., one of the larger TV set makers and producer of precision electronic devices, believes it will cost more than FCC has estimated to incorporate into TV receivers a switch that can receive normal pictures as well as the black-and-white version of CBS color. "Enormous" time and expense are involved, he said.

Color Not Ready

Many manufacturers feel that color is a year, or two or three, away even if the Korean crisis and defense armament don't upset the electronic industry's civilian production. And some who voice concern about mobilization point out, off the record, that they are scrounging around store bins in cities all over the nation trying to pick up enough resistors and condensers and other components to keep their production lines moving.

Most enthusiastic of manufacturers willing to comment was John S. Meck, president of John Meck Industries and Scott Radio Labs. He said the industry can make technical changes in a hurry and thought the concern over technical questions is overemphasized.

Radio-Television Mfrs. Assn. took no official position. Last Tuesday many of its manufacturer members discussed the FCC report informally prior to a meeting of the Joint Electronics Industry Committee (see story on this page). Few had had a chance to read the report but they were urged by RTMA President Robert C. Sprague to study it carefully.

Some individual RTMA members were worried lest development of a running controversy over color might stop purchase of present receivers. Several set makers had received complaints from recent set buyers who figured they had paid out big money for obsolete

(Continued on page 75)

XUM

CONTRACT for first regular telecasting of a show from a Chicago department store—*Let's Have Fun on WBKB*—is set by (l to r): S. C. Quinlan, WBKB program director; Jim Beach, WBKB account executive; John H. Mitchell, WBKB general manager, and Reuben Richman, adv. dir., Goldblatt Bros., sponsor.

GIVING credit to WOC-TV Davenport, Iowa's, wrestling telecasts for upping his new car sales 148%, Willard F. Helms (r, seated), pres., Davenport Nash Co., inks 52-week renewal. Looking on are (l to r): Don Bohl and Mark Wodlinger, both WOC-TV, and Tom Helms, Davenport Nash.

COMPLETING plans for bringing U. of Calif. and Stanford football games to Northern California viewers are (l to r): Philip G. Lasky v. p.-gen. mgr., KPIX (TV) San Francisco; Les Hoffman, pres., Hoffman Radio Corp., sponsor; Gayle Grubb, general manager, KGO-TV San Francisco.

DEAL for sponsorship of WNBK (TV) Cleveland's five-minute news show, *Today's News*, by Central Cadillac Co., is arranged by (l to r): Seated, Gene Myers, NBC sales; Joe Fewsmith, Meldrum & Fewsmith Agency; standing, Gordon (Skip) Ward, WNBK announcer; Lou Royce, Acme Newspictures.

MAKING it official, Holland Gregg (seated), advertising manager of P & C Stores, with outlets in Syracuse, Fulton, Oswego, Rome, Oneida, Utica, Auburn and Cortland, N. Y., signs contract for 26 half-hours on WHEN (TV) Syracuse. Looking on are Ned Ryan (l), originator of "Video" game to be sponsored by P & C, and Paul Adanti, WHEN (TV) general manager.

PA. CENSORSHIP

Appeals Court Rejects State Board Plea

STATE Board of Censors in Pennsylvania lost another round with the courts last week in its attempt to censor motion picture film used on television. The unanimous decision by a panel of three judges was announced by the Third U. S. Circuit Court of Appeals, Philadelphia [TELECASTING, June 12].

The court ruled that state censorship boards have no right to censor movie film to be used on telecasts. The decision upholds Federal District Judge William H. Kirkpatrick's Oct. 26, 1949 ruling that a regulation of the Pennsylvania censorship board requiring all TV stations in the state to submit films for clearance before telecasting is invalid.

Placing television in the same category as radio, the court said Congress intended that the FCC have sole jurisdiction over the field. In its ruling, the court said:

We think it is clear that Congress has occupied fully the field of television regulation and that that field is no longer open to the states. Congress possessed the constitutional authority to effect this result. . . . It follows that the Commonwealth of Pennsylvania cannot censor the films used on the programs of the plaintiffs' stations.

TV Group Sued

Decision was made in connection with a suit filed by Pennsylvania TV interests who had contended that the board's order was not legal in that it conflicted with the Communications Act and was outside of the state's jurisdiction.

Filing complaints were WDTV Pittsburgh (DuMont); WPTZ (TV) Philadelphia (Philco); WFIL-TV Philadelphia; WCAU-TV Philadelphia (CBS), and WGAL-TV Lancaster, Pa.

The court also found that programs telecast by the parties petitioning, were received outside of Pennsylvania in the states of Delaware, Maryland, New Jersey, West Virginia, Ohio and New York, as well as in the Quaker State, itself. It also pointed out that some of the movie programs telecast by the stations were delivered to them "by wire or radio relay" from stations outside of the state.

These facts established without doubt, according to the court, that "television broadcasting is interstate commerce. This is inherent in its very nature."

While it was not known immediately what action the censorship board would take, it was reported that the board may consider taking the case to the United States Supreme Court.

CBS TV CITY

L. A. Zoning Hearing Set

CBS' requested zoning changes to allow construction of a proposed television city at Beverly Blvd. and Fairfax Ave. in Los Angeles will be considered by the city's zoning commission at public hearing today (Monday) [TELECASTING, Aug. 28].

With clearance given, CBS plans to erect, over a seven year period, a set of buildings on the 25 acre tract, estimated to cost $35 million. Variances sought are for construction of buildings higher than 45 feet and set back from sidewalks 150 feet.

Because ownership of the property has not yet been acquired completely by CBS, petitions to the city zoning commission are by Mrs. Elizabeth Hilty and Mrs. Frances Hilen, daughters of Earl Gilmore, Los Angeles oilman. Although Mrs. Hilty and Mrs. Hilen are listed as owners, legal representation at the zoning hearing today will be by the law firm of Gibson, Dunn & Crutcher, retained by CBS.

RTMA AGENDA

Autumn Meeting Next Week

ANNUAL autumn meeting of Radio-Television Mfrs. Assn. will be held Sept. 18-20 at the Roosevelt Hotel, New York, with the agenda dominated by two pressing problems—defense production and the FCC's color TV report.

The RTMA board meets on the final day of the three-day session, taking up reports of divisions and committees that meet on the first two days. In addition it will have a report from the RTMA TV Committee, which meets Sept. 14 to consider the FCC's color report. Chairman of this committee is Dr. W. R. G. Baker, General Electric Co.

Two new RTMA groups will meet. They are the Sales Managers Committee, with Clifford J. Hunt of Stromberg-Carlson Co. as chairman, and the Market Research Committee, headed by W. H. Rinkenbach, Capehart-Farnsworth Corp. Both are units of the Set Division, which has a knotty problem in the FCC color report (see color stories starting page 61).

The Sales Managers Committee and the Set Division's Executive Committee will consider a recommended code of ethics covering TV set advertising and sales practices.

RTMA's Advertising Committee meets Sept. 19. A subcommittee will report on progress of plans for the 1950 National Radio-Television Week Oct. 29-Nov. 4 and the joint NAB-RTMA-U. S. Junior Chamber of Commerce Voice of Democracy contest.

Presiding at the RTMA board meeting will be President Robert C. Sprague, Sprague Electric Co., who has served as both board chairman and president since last June when RTMA decided to start looking for a fulltime paid president. Mr. Sprague has spent much of his time in New York and Washington, working on defense matters as well as advising with James D. Secrest, RTMA general manager.

Exclusive G.P.L. Development

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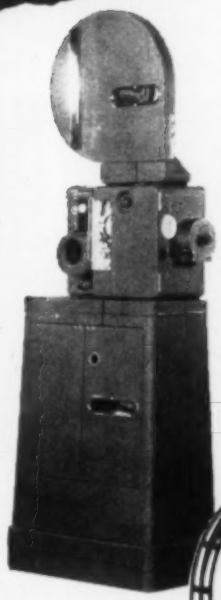
Professional Quality Projection for 16 mm. Film

Telecast Projectors with the Basic Features and Performance Reliability of the Famous Simplex Theatre Projectors



Clearer Pictures... Finer Sound

from ANY Film in your Studio

The G.P.L. Model PA-100 is a heavy-duty studio film chain projector, for use with either iconoscope or image orthicon, which sets new standards of ruggedness and projection quality. The professional sprocket type pull-down is quiet and trouble free. It provides a vertical stability of better than 0.2%. Tests show more than 1,000 passages without noticeable film wear. The high quality optical system resolves better than 90 lines per mm., with the screen so uniformly illuminated that corner brightness is at least 90% of center.

- The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.
- An enclosed, 4,000 foot film magazine provides for 110 minutes of projection—an entire feature.
- The film gate and optical and sound components are instantly removable.

A Portable that Pays for Itself in the Field

The G.P.L. General Utility Projector (PA-101) works directly with image orthicon studio or field cameras to provide new economy and convenience in your operations. For the small station, it provides the same quality as conventional iconoscope film chain equipment, using regular studio cameras. For large stations, its portability and high performance permit great flexibility, such as picking up commercials at remotes—games, sporting events, etc., without requiring studio standby facilities for this purpose.

It has the same performance features as the PA-100 except that a fast intermittent shutter provides illumination in relatively broad pulses at 120 cycles per second. This means that the projected picture may be picked up by a standard image orthicon camera without special phasing facilities. The projector weighs only 65 lbs. with case.

WRITE, WIRE OR PHONE FOR DETAILS...

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

GENERAL PRECISION LABORATORY INCORPORATED

General Precision Laboratory

INCORPORATED

PLEASANTVILLE NEW YORK

WENR-TV's modern Civic Theatre Studio, with a seating capacity of 892.

* * *

Telefile: WENR-TV

Sept. 17 Marks Two Years of Service To ABC and Chicago Viewers

WHEN WENR-TV Chicago took the air Sept. 17, 1948, the fanfare was second only to that attending the opening a month before of its ABC sister station, WJZ-TV New York. The latter had been hailed by critics as among the most brilliant video premieres of all time.

The second of five ABC owned-and-operated television stations to be placed in service, WENR-TV has been followed on the air by the network's TV stations in Detroit, Los Angeles and San Francisco.

Under the direction of John H. Norton Jr., who became vice president in charge of ABC's Central Division less than four months before the inaugural, WENR-TV's staff operated on a schedule of almost 24 hours a day to meet the September deadline. The premiere, held in the station's "Pent House" studio high in Chicago's Civic Opera Bldg., was a five-hour variety show presenting some of the most prominent figures in radio, the theatre, motion pictures, and vaudeville, as well as leaders in midwest government, education and religious circles.

Unwilling to rest on the opening night's laurels, the WENR-TV staff established a program schedule of 22 hours weekly within three days after the inaugural. More than half of this time was fed to the newly-opened midwest TV network, linking Chicago, St. Louis, Milwaukee, Cleveland, Toledo, and Buffalo. During the four months preceding inauguration of the east-west coaxial cable, the station was the only midwestern video operation to sustain the western string of TV outposts.

Granted in 1946

ABC received its initial grant for WENR-TV in August 1946. Channel 7 (174-180 mc) with a visual power of 30 kw, an aural of 15 kw was authorized and an antenna height of 613 ft., at that time the highest in Chicago, was approved. The antenna, installed on the roof of the Civic Opera Bldg., rests on a base 52 ft. high and weighing more than 7½ tons. A gigantic hole had to be cut through the roof of the Opera Bldg. and a 4,000-lb. steel beam welded into the building's framework in the process of building this unit.

At the time of its premiere, WENR-TV maintained two studios. The Pent House is located on the 44th floor of the Opera Bldg. where small intimate productions and interview programs are telecast. Largest layout is the ABC-TV Civic Studio, formerly known as the Chicago Civic Theatre.

This famous playhouse was leased on a long-term basis shortly before the station's inaugural and was completely revamped to meet the basic requirements of broadcasting and telecasting. Show people describe it as one of the finest theatres of its size and type in the country. Its acquisition by ABC marked the first use of a legitimate theatre in Chicago as a television studio.

Seats 892

With seating capacity of 892, it is believed to be unequalled from the standpoint of acoustics and vision. Stage is 72 ft. wide, 32 ft. deep and the height from the stage to the rigging loft is 70 ft. Proscenium measures 30 ft. in height and 34 ft. in width.

As WENR-TV grew in stature, its management found the Pent House and Civic Studio inadequate for expanding operations, so on May 1, 1949, an additional 4,000 sq. ft. was acquired in the Opera Bldg.'s north wing. Leasing of studio and engineering space on the 42d floor had a nostalgic twist as the staff of WENR, the station's AM affiliate, recalled that it was the area which served WENR when it took the air March 1, 1930. Many of the old studio's features were intact. Three months of remodeling were required to prepare it for television operations.

Two additional studios were set up last month in the *Chicago Daily News* Bldg., where WENR-TV has leased 12,000 square feet of space. The studios measure 38 x 43 feet and 34 x 46 feet. The remaining area is being used for offices, a control room, workshop and storage facilities.

After acquiring the 42d floor footage in the Opera Bldg., WENR-TV announced it would open video recording operations. On Sept. 15, 1949 two units of the latest kinescoping equipment were put into use under the supervision of Floyd A. Timberlake. WENR-TV is the only television station in Chicago maintaining such facilities.

Sales Aid

Use of the tele-transcription or video recording equipment has served to establish closer cooperation between the programming and sales departments, enabling each group to have additional time and tools to tackle their respective assignments.

The success of WENR-TV as it nears the end of its second year on the air is due to the cooperative spirit which has existed between management and staff. Mr. Norton, who went to Chicago from New York where he was ABC's vice president in charge of stations, seldom closes the door to his office. Anyone within his organization has an opportunity to discuss business matters with him at any time. Meetings with his department heads are held weekly so that over-

(Continued on page 68)

* * *

SUPERVISING WENR-TV's programming are (l to r): Monte Fassnacht, technical supervisor of TV operations; Fred Kilian, director of TV programming, and Phil Patton, executive producer.

* * *

HEADING engineering operations at WENR-TV are (l to r): James M. Ballantine, TV operations supervisor; Edward C. Horstman, chief engineer for WENR-TV and ABC-TV's Central Division operations, and Wilbur H. Cummings, operation supervisor.

COAXIAL TIME

Allocations Still Deadlocked

NEGOTIATIONS for allocation of AT&T television network facilities last week foundered anew and it was learned that the DuMont Television Network had appealed to the FCC to intervene in the matter.

AT&T officials, it was learned, presented a schedule of proposed allocations to the chiefs of the four television networks at a luncheon meeting in New York last Tuesday. Although CBS and NBC were understood to have viewed the proposals with some favor, DuMont and ABC were said to have been displeased with the allocations granted them in the tentative plan.

DuMont, it was reported, wrote a letter to the FCC Sept. 1 asking the Commission to call an informal meeting of the networks and AT&T to discuss ways of settling the allocation problem.

Although no official clarification was forthcoming, it was reported DuMont also had suggested the possibility of the FCC's adopting rules of procedure for the distribution of AT&T facilities now and in the future. No response from FCC to the DuMont proposal had been received as of Thursday night.

Meanwhile, a Thursday meeting of the four network chiefs—which they had decided to hold at their Tuesday meeting—was cancelled at the last moment because at least two network presidents had conflicting dates. As of Thursday night no other date had been set for the further meeting.

Meetings among representatives of the four networks had proceeded on a day-by-day basis since early August until a fortnight ago when they were recessed at the suggestion of AT&T.

Last Tuesday's meeting of the four network chiefs was the first one held since the recess and the first to include only the top level executives. Present were Robert E. Kintner, ABC president; Frank Stanton, CBS president; Mortimer Loewi, director of the DuMont Television Network, and Joseph H. McConnell, NBC president.

An FCC representative had attended the earlier meetings but did not participate in the Tuesday session because, FCC authorities explained, they considered the problem to be one for the networks and AT&T and hoped FCC would not be drawn into it.

The allocations under discussion are for the last quarter of the year with present allocations expiring Sept. 30.

DUMONT PACT

Covers Technicians

TWO-YEAR contract covering DuMont network television technicians was signed last week with the International Alliance of Theatrical Stage Employes, AFL, it was announced by Harry Friedman who negotiated the agreement for the network.

The contract, which applies to the three stations owned and operated by DuMont, covers senior technicians, transmitter engineers, production assistants, cameramen, audio and video control operators, boom operators, floor managers, projectionists and studio assistants in studios and control room.

Included were a union shop provision and separate rate schedules for each of the stations which provide overall average hourly rate increases of about 10%. Provisions of the old 1945 contract carried over included company-paid hospitalization, medical-surgical benefits and group life insurance.

MADDEN, GAINES

Made NBC Vice Presidents

EDWARD D. MADDEN, who became assistant to the president of NBC last Feb. 1, was elected an NBC vice president last week with supervision over sales and operations in the television department.

Mr. Madden is the second NBC executive to be elected to vice presidential rank in the last fortnight. James M. Gaines' elevation to a vice presidency in charge of owned and operated stations was announced following a meeting of the NBC board Sept. 1 [BROADCASTING, Sept. 4].

Until his assignment last week,

Mr. Madden

Mr. Gaines

Mr. Madden had performed a number of special jobs, mostly in the network's television department, under his position as assistant to the president. In his new capacity, he will supervise sales and operations, with George H. Frey, director of television sales, and Carleton Smith, director of television operations, reporting to him.

Mr. Madden will report to Sylvester L. Weaver Jr., vice president in charge of the television network.

Before joining NBC last February, Mr. Madden served as executive vice president and director of the now-defunct American Newspaper Advertising Network and for 5 years before that was a vice president and director of McCann-Erickson, New York.

The Henry Schultes of Enid, Oklahoma live 67 MILES from Oklahoma City
...but they're a part of the
WKY-TV
Undivided AUDIENCE!
WKY-TV
CHANNEL 4 OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
WKY, OKLAHOMA CITY — THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES — THE FARMER-STOCKMAN
Represented by THE KATZ AGENCY, INC.

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS
FT. WORTH
Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500
NOW there are
70,958
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Rorabaugh's July Report

(Report 128)

THERE WERE 3,733 television advertisers active in July, a gain of 172.7% over July 1949, according to the latest *Rorabaugh Report on Television Advertising*, published by N. C. Rorabaugh Co.

On the four national television networks there were 65 advertisers in July, down 42 from the 107 reported by Rorabaugh for June. National and regional spot users totaled 697 in July compared to 734 in June. In the local field, 2,971 advertisers were reported active. This is compared with 3,071 shown by Rorabaugh for June.

Network data is supplied by the networks' headquarters and covers the entire month of July. Spot and local material is from the individual stations and covers the period July 2-8. The July report covers 99 of the 105 TV stations operating commercially during the check week.

* * *

WCAU-TV Philadelphia Announces New Rates

WCAU-TV Philadelphia has announced new rates effective Sept. 1. The announcement was made by John S. deRussy, general sales director of the WCAU stations. He said although the number of sets in the Philadelphia market has risen 88% since Rate Card Number 4 went into effect, the new rate is only 22% above the old.

Rate Card Number 5 is based on a live Class A hour of $900, as compared to $700 on Rate Card 4, Mr. deRussy said. Film rates are being eliminated from the new schedule. Class A time now includes Sun., 1-10:30 p.m., instead of the former 6-11 p.m. Class B time includes 5-7 p.m., Mon. through Fri., instead of 5:30-7 p.m. and the Sunday segment 10-11 p.m. formerly Class A time. Announcement periods jump from $100 to $150 each.

* * *

Andrea Cites TV Defense Value

TELEVISION's potential for maintaining home-front morale and as a channel of communication for educating civilians in protection against A-bomb attacks constitutes a vital factor in the nation's mobilization and atomic defense program, Frank A. D. Andrea, president of Andrea Radio Corp., Long Island City, N. Y., pointed out in a statement issued Sept. 1.

"In a conflict that is turning more and more toward attaining victory through the capture of men's minds," he observed, "the visual presentation of ideas—a quick short-cut to human understanding—looms larger than ever in relation to other media as a tool for girding the nation in this and future periods of emergency."

Mr. Andrea felt that the government's new guidebook, *Effects of Atomic Weapons*, could be given increased circulation and popular understanding if adapted for TV presentation and telecast by the major networks. Inasmuch as TV set owners are inclined to read less after acquiring their sets, video affords the "only sure method of reaching and influencing this ever-increasing group," he reasoned.

* * *

Video Increases Total Audience—Hooper

TELEVISION is adding to the total broadcast audience and not acquiring viewers only at the expense of radio, C. E. Hooper, president of C. E. Hooper Inc., said last week.

Mr. Hooper cited audience statistics he had accumulated in Syracuse and Baltimore to illustrate his point that "television is not merely taking listeners away from radio but is adding significantly to the total homes listening or viewing"

In Syracuse, total homes using radio or television in January-August, 1948, was 33%; in a similar period of 1949, the percentage was 31.4 but in January-August, 1950, it was 35.3%.

In Baltimore the percentage in January-August 1948 was 28.6%, January-August, 1948 was 28.6%, and in January-August, 1949, 31.1%, and in January-August, 1950, 37.7%. The total audience has risen with the growth of television in both communities.

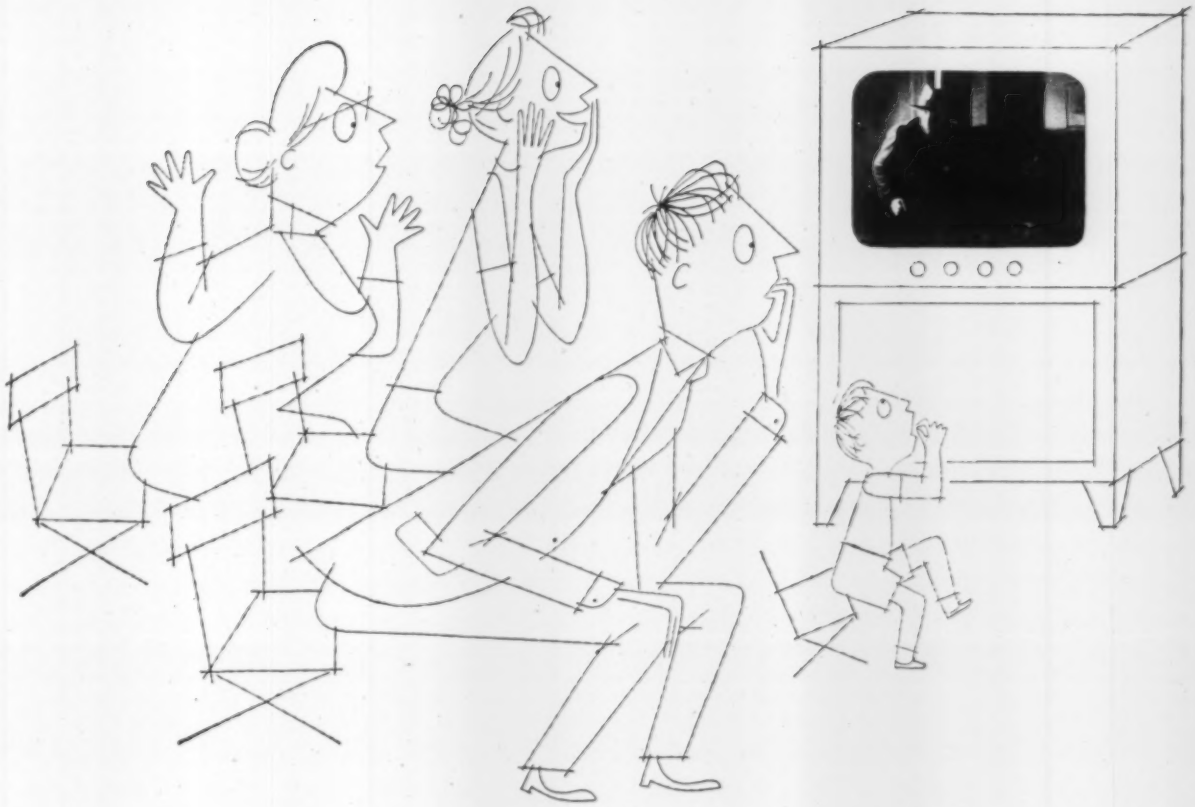
The averages cited by Mr. Hooper were for the 6-11:30 p.m. periods.

Weekly Television Summary—September 11, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	4,000
Ames	WOI-TV	14,285
Atlanta	WAGA-TV, WSB-TV	52,325
Baltimore	WAAM, WBAL-TV, WMAR-TV	191,515
Binghamton	WNBF-TV	20,400
Birmingham	WAFM-TV, WBRC-TV	21,200
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	447,005
Buffalo	WBEN-TV	110,251
Charlotte	WBTV	22,218
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	568,063
Cincinnati	WCPO-TV, WKRC-TV, WLWT	153,000
Cleveland	WEWS, WNBK, WXEL	260,185
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	70,958
Davenport	WOC-TV	16,218
Quad Cities Include Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	282,357
Erie	WICU	37,650
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	70,958
Grand Rapids	WLAV-TV	47,846
Greensboro	WFMY-TV	19,500
Houston	KPRC-TV	35,002
Huntington-Charleston	WSAZ-TV	20,100
Indianapolis	WFBM-TV	69,000
Jacksonville	WMBR-TV	15,000
Johnstown	WJAC-TV	26,500
Kalamazoo-Battle Creek	WKZO-TV	35,050
Kansas City	WDAF-TV	42,107
Lancaster*	WGAL-TV	54,435
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	642,897
Louisville	WAVE-TV, WHAS-TV	39,075
Memphis	WMCT	49,278
Miami	WTVJ	33,900
Milwaukee	WTMJ-TV	129,060
Minn.-St. Paul	KSTP-TV, WTCN-TV	105,100
Nashville	.....	1,500
New Haven	WNHC-TV	90,200
New Orleans	WDSU-TV	30,000
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,500,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	22,420
Oklahoma City	WKY-TV	36,900
Omaha	KMTV, WOW-TV	31,296
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	540,000
Phoenix	KPHO-TV	16,150
Pittsburgh	WDTV	130,000
Portland, Ore.	.....	670
Providence	WJAR-TV	71,000
Richmond	WTVR	38,955
Rochester	WHAM-TV	45,956
Rock Island	WHBF-TV	16,218
Quad Cities Include Davenport, Moline, Rock Island, East Moline		
Salt Lake City	KDYL-TV, KSL-TV	55,300
San Antonio	KEYL-TV, WOAI-TV	55,357
San Diego	KFMB-TV	55,000
San Francisco	KGO-TV, KPIX, KRON-TV	74,826
Schenectady Albany-Troy	WRGB	93,500
Seattle	KING-TV	33,100
St. Louis	KSD-TV	160,500
Syracuse	WHEN, WSYR-TV	56,227
Toledo	WSPD-TV	51,000
Tulsa	KOTV	36,075
Utica-Rome	WKTV	22,100
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	160,575
Wilmington	WDEL-TV	48,081

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 7,257,874

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



Keeps 'em on the edge of their seats!

Nothing hits home like mayhem and mystery when it comes to keeping audiences in a state of suspense... anxious to follow every bit of the action... hear every word that's said. That's why "Strange Adventure" is a good way to get your TV customers to sit up and take notice of your product.

This series of 52 quarter-hour dramas* (especially produced in Hollywood for television) has proved it can hold its own with audiences. It's been sponsored by one of the nation's biggest advertisers. And hit the Top Ten Network TV listings (both Hooper and Pulse) for six months in a row!**

And no wonder. "Strange Adventure" includes adaptations of the great stories of Chekhov, Poe, Balzac, Stevenson, Bret Harte... played by such great stage and screen stars as Albert Dekker, Rose Hobart, Lyle Talbot, Karen Morley.

These teleplays are now available *exclusively* through Radio Sales... subject to prior sale in each market. For more information, and a private preview, just call your nearest Radio Sales office.

A CBS-TV Syndicated Film
Represented by **RADIO SALES**
Radio and Television Stations
Representative... CBS

*Adaptable to 26 half-hours
**September 1949 through February 1950

Simple Arithmetic!
in the great MIAMI market area
13 AM STATIONS DIVIDE 121,000 RADIO HOMES
but THE ONE EXCLUSIVE TV STATION HAS
32,000 FAMILIES ALL TO ITSELF
Programmed by all four major networks
WTVJ
Channel 4
miami

FREE and PETERS · Natl Representatives

Mr. McLaughlin

Mr. Norton

Mr. Stirton

* * *

Telefile

(Continued from page 64)

all policies and activities of the station may be aired.

"With new business coming in at the rate of nearly $35,000 monthly, with citations recently awarded our *Super Circus* and *Amateur Hour* programs, and with an exceedingly good spirit on the part of the entire staff, I can foresee only a brilliant future for WENR-TV," he says.

No one individual on his staff can be singled out as contributing more to the station's success than another, Mr. Norton asserts. He believes the station was fortunate in engaging Fred Kilian as program director. Mr. Kilian had served an apprenticeship with three well known midwest radio stations and was a dramatic producer at WENR before his present assignment. Mr. Norton also speaks highly of Monte Fassnacht, technical supervisor of TV operations, and Phil Patton, executive producer of TV.

Mr. Fassnacht has been associated with the theatre since his high school days in Chicago. He is regarded among midwest showpeople as an expert in lighting, properties, scenery, makeup, and costuming.

Mr. Patton, with a long record in orchestra, vaudeville, and radio work, has established himself as a top-flight television producer for his handling of ABC's nationally popular *Super Circus*.

Sales "Lieutenants"

Sales-wise, Mr. Norton has two lieutenants, both with long and outstanding records at ABC. James L. Stirton is network sales manager for both AM and TV operations in Chicago, and Roy McLaughlin is station and sales manager of WENR-TV. Both have advanced through the ranks and their imposing sales records in dealing with such national accounts as General Mills, Derby Foods, International Cellucotton Products, Bell & Howell, and such local advertisers as Marshall Field & Co., Morris B. Sachs, Interstate Bakeries, and Courtesy Motors, leave little to be desired.

Engineering operations are under the supervision of Edward C. Horstman, who has been chief engineer of ABC's Central Division since January 1942. Under his direction are 125 TV engineers and technicians.

Of WENR-TV's 60 hours of programming per week, handled by a staff of 50, *Super Circus* is a standout. Conceived by members of the network's Central Division program department, this 60-minute fun-fest is popular with young and old alike [TELECASTING, March 13].

Canada Dry Ginger Ale Inc. has been bankrolling the first 30 minutes of the show since April 3, 1949, and Derby Foods Inc., for its Peter Pan Peanut Butter, sponsored the last half-hour for a 26-week period, before two other sponsors stepped in to pick up the tab on an alternate Sunday basis. These advertisers were Peters Shoe Co., St. Louis (Weatherbird Shoes), and M & M Ltd., New York (candy). The program currently is carried over the complete midwest and eastern TV networks and is seen in 40 cities.

Feeds Network

In addition to *Super Circus*, WENR-TV feeds the networks six hours of programming weekly. Included are *Dr. Fixum*, *Carolyn Gilbert*, *Majority Rules*, *Tin Pan Alley TV*, wrestling and boxing shows. With the exception of Thursday, there is not a day in the week when programs created by ABC-TV Chicago are not seen in several cities throughout the nation.

Next Wednesday, the *Don McNeill TV Club*, with the emcee of ABC's 17-year-old *Breakfast Club* as star, will take the air from 8 to 9 p.m. (CDT) from WENR-TV. Gloria Swanson will be guest star on the premiere. Philco will sponsor the hour-long weekly show which will not deviate materially from the *Breakfast Club* format.

However, WENR-TV has not neglected its local program schedule. One Chicago critic has acclaimed its "wholesome, clean, and spirited" local offerings as having "family interests at heart." Station's management claims Channel 7 has been "the most tuned-to spot" among Chicago TV viewers for the past 15 months with creations such as these:

Bible Stories (Sun., 12-12:30 p.m., featuring Kay Morrow as story teller; *Morris B. Sachs Amateur Hour* (Sun., 12:30-1:30 p.m.), on AM since August 1934 and simulcast since March 1949; *Paddy the Pelican* (Mon., 6-6:15 p.m.), children's puppet program which replaced the popular *Uncle Mistletoe* and currently is obtaining rating comparable to those received by the Marshall Field-sponsored show; *Parade* (Mon., 7-7:30 p.m.), talent quest; *Premiere Playhouse* (Mon., 8-9:30 p.m.), quality films new to Chicagoans, which are getting high ratings against top competition; *Flanagrams* (Mon.-Fri., twice daily, 6:15-6:30 p.m. and at the end of the day's telecasting), featuring Sportscaster Pat Flanagan in a personalized sports roundup.

Pars, Birdies, and Eagles (Tues., 10:45-11:15 p.m.), an instructional golf program with professionals Johnny Revolta and Jimmy Hines as teachers; *Beulah Karney Show* (Thurs., 3:30-4 p.m.) presenting the well known broadcaster and writer on home economics; *Kay Morrow Show* (Thurs., 4-4:30 p.m.), a fashion and beauty show; *Our Gal Toni* (Fri., 9-10 p.m.), featuring Toni Gilman chatting informally with stars of the entertainment world; *Courtesy Hour* (Fri., 10-11 p.m.), variety program presenting stage, screen and radio attractions.

Animal Clinic (Sat., 4:15-4:30 p.m.), explaining, under the guidance of a veterinarian, proper care of household pets; *Lois & Looey* (Sat., 5:30-6 p.m.), featuring Lois Fischer, authoress and illustrator of children's books; *Bob & Kay* (Mon.-Fri., 11 a.m.-1 p.m.), Bob Murphy, radio personality, and Kay Westfall, radio-movie celebrity, in two hours of midday entertainment to the housewife; *Gloom Dodgers* (Sun. 9-9:30 p.m.), comedy-variety show starring night club entertainer Willie Shore.

Local Advertisers

Locally, the list of WENR-TV advertisers—both spot and program—has grown steadily. The wide range of sponsors is shown in the following partial list of accounts:

Morris B. Sachs (mercantile), Banner Ford Dealers of Chicago, Interstate Bakeries, Slavin Motors, St. Andrews Golf Courses, Campana Co. (lotions), Chicago's Last Department Store (suburban), Central Ice Cream Co., International Cellucotton Co. (tissue), Bell & Howell (cameras), Marshall Field & Co., Standard Oil Co., Berghoff Brewing Co., Purity Bakery Co., National Plywood Inc., American Tobacco Co., Brown & Williamson, P. Lorillard, Hoover Co., Hotpoint Inc., Libby, McNeill & Libby, Hunding Dairy.

Moran Story

But WENR-TV's greatest sales story at present concerns young Jim Moran, "the Courtesy Man." Mr. Moran, who this year will spend nearly a quarter of a million dollars promoting his Courtesy Motors (Hudson), was sold WENR-TV's Wednesday night wrestling show in February 1949, by Station Manager McLaughlin. When the sale "took," Mr. Moran bought a Sunday night movie hour on another Chicago video station, but last March came back for more at WENR-TV.

His Friday night *Courtesy Hour*, one of the most lavish in Chicago television history, was a bold venture, but already is paying off. Jim

Moran, who emcees all Courtesy Motors TV presentations, has broken every sales record in the history of Hudson dealerships since he entered video.

WENR-TV is promoted locally by the *Chicago Daily News*, although the newspaper has no financial interest in the station. A cooperative agreement was reached in January 1949 providing for joint promotion of respective activities.

New Color Fight

(Continued from page 61)

which owns the only subtractive color TV system patent, feels that the same development will take place in TV, and that ultimately additive color will be discarded in favor of a subtractive system, just as it was in films.

Officials of Hazeltine Corp. and General Electric, which had reported major color advances, indicated no decision had been reached on their respective plans to make demonstrations for the FCC. Communications Measurements Labs., which had signified an interest in the proceedings, said it had no plans to offer a demonstration.

Dr. Charles Willard Geer, developer of a tri-color picture tube, and President Herbert T. Kalmus of Technicolor Motion Picture Corp., which bought the rights to it, were on vacation and could not be reached for statements.

Schule Has System

Fred W. Schule of Snow & Schule, Cambridge, which had reported " a new invention for obtaining reasonably satisfactory color television transmission over present channels," told TELECASTING however that this system would be demonstrated.

He called it "the only satisfactory [system] known to us which involves no changes in existing electronic circuitry and which is suitable for any size of receiving tube, present or future. It will possess color fidelity similar to that of the CBS system, and will be inexpensive." Earlier, the company had told FCC that basic advantages of the system were:

(1) Present transmission standards are utilized; (2) existing camera equipment may be used without electronic changes; (3) any needed changes in receiver electronic circuitry will be minor; (4) existing receivers would yield good black-and-white rendition; (5) the mechanical scanner is small, simple, safe and inexpensive. . . . The novel feature . . is the utilization of small-area sequential scan by use of non-rotating three-color grids. . . .

Meanwhile, Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, one of Capitol Hill's most persistent needlers of FCC on the color question, wrote FCC Chairman Wayne Coy congratulating the Commission on its decision, particularly its unanimous recognition that "color is . . . a fundamental improvement in television." Extending "my thanks and commendation . . . for a difficult job well done," Sen. Johnson said, "The decision brings very close the day when this great new improvement . . . will serve the American people." He continued:

The exhaustive and penetrating hearings which the Commission held are a credit to you and your colleagues. The earnest and painstaking attention which each Commissioner brought to bear upon the very difficult and extremely technical problems involved has been most reassuring to members of the Committee on Interstate & Foreign Commerce, who have followed the matter closely.

Leaving the door partly ajar, affording an opportunity to the Johnny-come-latelys, is a challenge to them to produce or step aside. Moreover, it is in the best traditions of American democracy and the free enterprise system since it does not foreclose improvements and advances which I am sure our American electronic science may bring out. I am sure the majority of the Commisison will not permit this desirable approach to delay the commercial use of color. This will allay the fears of those who dissent on the grounds that finality now is essential.

. . . I know that every effort will be made to push forward rapidly the allocation decisions so that television will be made available to many more millions of our citizens who are waiting impatiently to have television in their homes.

FCC divided 4-2-1 on its decision. The majority was composed of Chairman Coy and Comrs. Paul A. Walker, George E. Sterling, and E. M. Webster. Comrs. Rosel H. Hyde and Robert F. Jones felt CBS standards should be approved now, while Comr. Frieda B. Hennock asserted that the industry should have been given until June 30, 1951, to show whether a satisfactory compatible color system could be developed.

Oct. 2 meanwhile was set as date for commencement of the hearing on the general issues of the overall TV proceeding—Stratovision, Polycasting, reservation of channels for noncommercial educational TV stations, etc.

TV COURSES

U. of Calif. Offers Five

FIVE courses in various phases of television will be offered by U. of California Extension Division at Hollywood TV studios.

A beginning and advanced class in video writing starts tonight (Sept. 11) with Marvin Young, director of television and business manager of Ruthrauff & Ryan Inc., in charge.

Broadcast Advertising will be taught by Robert J. McAndrews, managing director of Southern California Broadcasters Assn., starting tomorrow night.

A course in Television Programming and Station Operations is scheduled to start tomorrow under Richard J. Goggins, senior director, now on leave of absence from ABC.

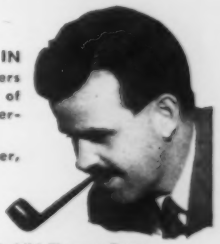
James T. Vandiveer, ABC-TV producer of sports and special events, will be in charge of a course in Production of TV Programs starting Sept. 20.

Don McNamara, director of television for Telefilm Inc., will teach Television Survey and Workshop starting Sept. 20.

SUCCESSFUL

because they have the

Right Disc Recorders



THE LARGEST INDEPENDENT RECORDING STUDIO IN THE EAST SAYS: "We've been using Fairchild Disc Recorders exclusively for many successful years. They stand the test of continuous operation with high quality output. That's the international reputation of the work we turn out—high quality!"

Mr. C. L. Stewart, Business Manager, Reeves Sound Studios

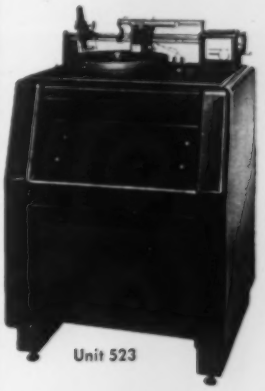
MERCURY RECORDS SAYS: "Reeves-Fairchild Thermo-Dynamic Margin Control represents an unbeatable combination . . . puts Mercury Records at the top in progressive recording techniques".

Mr. David Hall, Musical Director of Mercury Classics

With Fairchild's exclusive features, you too can be successful in the new markets for low noise LP, TV and Theatre film sound track recording.

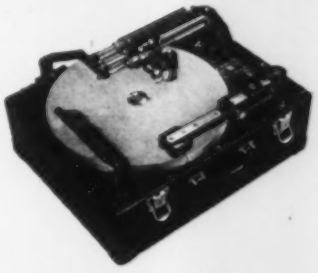
The FAIRCHILD STUDIO RECORDER with pitch-variable-while-recording is shown on the right. No lead screws or gears to change. Continuous pitch change from 80 to over 500 lines per inch simply by rotating the convenient knob. This is the famous MARGIN CONTROL which puts up to 25% more recording time in the same space—without reducing top recording levels.

70 db dynamic range on disc is now made possible with the Fairchild THERMO-STYLUS and MARGIN CONTROL—"an unbeatable combination".



Unit 523

Fairchild Synchronous Disc Recorders



Accurate Program Timing—Synchronous direct to the center gear drive for "shows on the nose".

Freedom From Wow—No slippage. No musical pitch change to make listeners aware the show is transcribed—extremely important at 33⅓ rpm.

Sound on Film Dubbing—Many of the motion picture sound tracks you hear and enjoy are first recorded on Fairchild Synchronous Disc Recorders.

Microgroove and Standard Pitch recording can be done with any of the 3 Fairchild Disc Recorders: Unit 523 for the finest fixed installation, Unit 539-K for the small budget studio, Unit 539-G (shown above) for console performance in a portable case. Fairchild "sync-disc" recorders for standard and microgroove recording are made in 3 models, from $715 (less cutter head and pickup). **Write for illustrated literature today.**

FR 11D

Fairchild

RECORDING EQUIPMENT CORPORATION

WE'RE AT THE AUDIO FAIR OCT. 26-28

154TH ST. AND 7TH AVE. WHITESTONE, L.I., N.Y.

HOOPER RATINGS

Announces 12-City Service

C. E. HOOPER Inc. last week announced a new television rating service covering network programs in 12 New York and Ohio cities to provide Hooperatings on any given program and its competing programs within four days of broadcast and also to provide Hooperatings for all network shows once a month.

The research company is offering a service embracing two types of reports.

One will be a monthly report of all network programs in the 12 cities, including a Hooperating, a sets-in-use and share-of-audience figure for each based on interviewing during the first week of the month.

The second will be a weekly report covering specific programs in which clients are interested. This will provide Hooperatings, sets-in-use and share of audience figures for the client's shows and those other programs that compete with them. The reports will be available four days after the broadcasts.

Report Limited

C. E. Hooper, president of the firm, explained that his new report was confined to network outlets in two states because of his agreement with A. C. Nielsen Co., to whom he sold his national rating services in February 1950.

The Hooper-Nielsen sales contract prohibits Hooper from engaging in ratings of regional network programs before next March 1 and defines a regional network as one embracing more than two states.

Mr. Hooper parried questions as to his plans for expanding his new service into more than two states after the expiration of his guarantee to Nielsen next March by saying it was premature to discuss the subject.

Under the Hooper-Nielsen contract Hooper is prevented from working in the national rating field for an unknown period, but one extending beyond the expiration date of the regional network ratings clause in the contract. Whether Mr. Hooper will embark on a national rating venture after he is free to do so under terms of his contract with the Nielsen Co. is also an unsettled question.

Cities in which the Hooper firm will conduct its new TV popularity ratings are New York, Albany, Schenectady, Syracuse, Rochester, Buffalo, Cleveland, Akron, Cincinnati, Columbus, Dayton and Toledo.

In the surveys a base of 600 TV homes will be called during each half-hour TV program, 1,200 per one-hour program and 1,500 per 15-minute, five-times-weekly program.

The weekly surveys on specific shows and their opposition will be offered at $150 for each half-hour or hour program and $200 for each 15-minute, five-times-weekly program.

The monthly surveys including all TV network programs in the 12 cities are tentatively priced at $150 for the first program a client has on the air plus $100 for each additional program, this scale applying to advertisers, agencies, talent organizations and all those not broadcasters. The scale for networks has not been announced.

In announcing the new service, Mr. Hooper said it was "not designed to substitute for national projectable ratings but rather operates in a selected list of cities functioning as a talent-testing area served by interconnected TV stations."

Basically, the television figures will be like those contained in Hooper pocketpiece reports on national radio programs published before the national service was sold to Nielsen, except, of course, limited to television in only 12 cities.

Bond Adds DuMont

BOND STORES Inc., New York, Sept. 8, starts sponsorship of *Hands of Mystery* Fridays, 9-9:30 p.m., on the DuMont Television Network. The show is produced by Trans-American and DuMont. Grey Advertising, New York, is the agency.

SERIES TELECASTS

DuMont Denounces Pool Plan

DUMONT Television Network, which refused to participate in the pool telecasts of the 1950 World Series, last week denounced the pool as "economically detrimental to the entire TV industry."

The DuMont statement was issued after it became known that ABC-TV, CBS-TV and NBC-TV had agreed to carry the games on a pool basis at unprecedented cost to themselves.

Each of the three participating networks will pay Gillette Safety Razor Co., which bought television rights from organized baseball for $800,000, $50,000 for the privilege of carrying the games.

Gillette's overall outlay reportedly may go as high as $1.5 million when costs of time charges, promotion and salaries are computed.

Each network will pay stations for picking up the telecasts. Stations will be paid for one hour's time for each of the first four games—although it is hardly to be expected that any of the games will be played within an hour. Stations will carry without compensation those parts of the first four games that go beyond an hour and all of the games exceeding four.

Gillette commercials will appear in the telecasts.

The pool operation for 1950 differs from that of 1949. Last year stations carried the telecasts without remuneration. The networks paid line charges and Gillette paid nothing for the telecasts and $200,000 for the television rights from baseball.

This year the stations will receive payment for four hours of time. The networks will pay line charges and in addition $50,000 each to Gillette. The "sponsor" only pays for the rights from baseball.

The DuMont network explaining its refusal to join the pool said it "believes it unsound for networks to finance any advertiser's use of the nation's entire television facilities to project that advertiser's sales message."

"The DuMont network believes it unwise for a network to collaborate with any advertiser in such a way as to permit that advertiser to take advantage of the public's demand to see the World Series and, through respect for this demand, virtually force stations to carry, at a penalty, the advertiser's commercial message," the statement said.

DuMont pointed out that it had "bid actively for the TV rights to the World Series with the understanding that its client would pay the established network rates for telecasting the series along with the client's advertising messages."

It was recalled that DuMont, backed reportedly by Chevrolet, engaged in spirited bidding against Gillette for the television rights. Under a contract between Gillette and organized baseball, Gillette has first refusal rights. It matched DuMont's highest bid—$800,000—and therefore was awarded the contract.

"The DuMont Television Network believes that participation in such pool arrangements as have been suggested for the 1950 World Series is economically detrimental to the entire TV industry," the DuMont statment concluded.

CROSLEY SALES

Partridge, Feinthel Named

Mr. Feinthel

Mr. Partridge

APPOINTMENT of David E. Partridge as general sales manager of television activities for Crosley Broadcasting Corp., effective Oct. 1, was announced last week by R. E. Dunville, president.

Edward G. Feinthel has been named to succeed Mr. Partridge as director of sales promotion.

Mr. Partridge joined Crosley in 1941 as assistant sales promotion director. After wartime service in the Navy, he returned to become editor of *Buy-Way*, the stations' merchandising trade paper. In 1946 he was named director of sales promotion.

Mr. Feinthel went to WLW Cincinnati in 1939 as a member of the advertising-production department. In 1944 he was named assistant director of sales promotion.

TV PRODUCTION

Schulman Gives Views

IN TELEVISION production, "you've got to make the commercial come into the home and sit virtually in the lap of the viewer," Lee Schulman, program director of KING-TV Seattle, told the Seattle Advertising and Sales Club at the last of its summer "brass-tacks" meetings Aug. 29.

Discussing TV production problems from the standpoint of selling the advertiser's product, Mr. Schulman emphasized that simplicity and ingenuity are the keynotes of successful commercials. Viewers do not require elaborate stage sets, he said, since a simple background will be equally effective.

Atlanta Baseball

CONTRADICTING claims that television hurts the box office, the Atlanta Crackers drew a total attendance of 395,696 for the 1950 home season, the third highest figure in the history of Atlanta baseball. The games were carried exclusively over WAGA-TV which also has scheduled the World Series beginning early in October. Assuring WAGA-TV viewers of the series games, the connecting coaxial cable will be installed by Sept. 30, officials said.

SRT-TV SRT-TV SRT-TV

SRT-TV

INTENSIVE PROFESSIONAL COURSES in TELEVISION BROADCASTING

Instruction by top-ranking professionals under actual broadcast conditions

Complete TV Station Equipment
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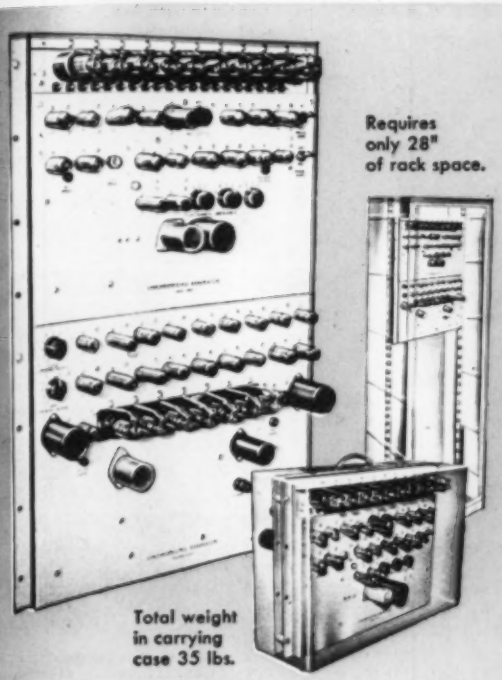
THESE NEW GENERAL ELECTRIC TV UNITS

Start where others leave off!



SYNCHRONIZING GENERATOR TYPE PG-2-A-B

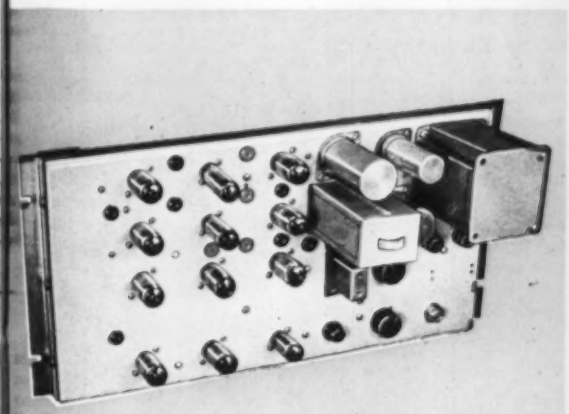
IN TV station equipment, you need *dependability*—the kind that's built right into this entirely new G-E unit. It saves you service time and cuts off-the-air interruptions because it's factory-aligned for keeps, requires no periodic adjustment.

Normal variations in tube aging and tube characteristics do not affect its performance. Designed to prevent receiver rolling and loss of sync, it cannot miscount, barring component failure. Same unit can be rack mounted at studio or packed in carrying case for field use. This new G-E sync generator will do more for you than any other on the market! See it now!

NO OTHER SYNC GENERATOR GIVES YOU ALL THIS!

Characteristic	G. E.	Manufacturer A	Manufacturer B
Entirely automatic counting circuits (no adjustments)	Yes	No	No
Fixed composition and pulse widths of sync signal	Yes	No	No
RMA standards—both portable and studio	Yes	Yes	No
2-in-1 unit (studio and field)	Yes	Separate units required	Separate units required
Weight of portable unit	35 lbs.	120 lbs.	50 lbs.
Single unit for portable use	Yes	No	Yes

G-E TELEVISION BROADCAST EQUIPMENT



SYNC-LOCK TYPE TV-30-A

Dub In Local Commercials With No Interruption!

This new sync-lock allows you to treat a remote signal as though it were being generated in your own studio. During network shows—and at your own studio—you can insert local commercials by means of montage superpositions, lap, fade, or wipe dissolve . . . no need for additional equipment at the pick-up point, no need to switch in to the local sync generator for each commercial.

And all these advantages, too:

- √ Will operate on a noisy input signal, either network or off-the-air.
- √ You can substitute clean sync for noisy sync—quickly, easily.
- √ You can even insert new blanking.
- √ Simple knob adjustment re-sets front porch width.
- √ All clipping done automatically and without adjustment.

WANT MORE DATA?

The TV broadcast representative at your nearest G-E office can tell you more. Meanwhile, new fact bulletins on the units shown here are *free* on request. Write for bulletins X54-016 and X54-018. *General Electric Company, Section 290-11, Electronics Park, Syracuse, New York.*

You can put your confidence in—

GENERAL ELECTRIC

MEXICO CITY TV

XHTV Inaugurates Regular Program Fare

XHTV (TV) Mexico City, Latin America's first television station, was officially inaugurated Sept. 1 with a remote pickup telecast of President Miguel Aleman as he delivered a message to the Mexican people at a joint session of congress in the Chamber of Deputies.

On the air unofficially since latter July, XHTV is located in the 20-story National Lottery Bldg., highest structure in the capital. It is licensed to Television de Mexico S. A., an interest of Romulo O'Farrill Sr., publisher of the newspaper *Novedades* and prominent Mexican businessman.

Manager of the new TV outlet is his son, Romulo Jr., who a fortnight ago visited the U. S. to confer with officials of the International Road Federation. The O'Farrills are leading truck and auto distributors in Mexico in addition to their other interests.

XHTV has scheduled regular programs 5-7 p.m. weekdays and 4-7 p.m. Sunday in addition to covering bull fights. XHTV also has telecast feature jai alai games and is negotiating for coverage of other sports activities including baseball, basketball, wrestling and boxing.

Although there are only a few hundred sets installed in the area, XHTV estimates that some 6,000 receivers may be operating by the year's end. About 40,000 sets are expected to be imported during the next 12 months. Mexico City's public school system purchased 400 sets which were used for the first time Sept. 1 to receive the President's address aired by XHTV.

XHTV is conducting extensive talent auditions for its programs with many professional Mexican entertainers reportedly making their initial try for TV.

XHTV's facilities, wholly supplied by RCA, include a 5 kw transmitter and associated studio and mobile equipment. Studios are comparable to U. S. installations and include a large theatre on the ground floor of the National Lottery Bldg. designed for presentation of telecast concerts and theatrical productions.

Technical equipment was installed by RCA Victor Mexicana S.A., RCA's associate company. Meade Burnet, RCA vice president and managing director of the RCA International Division, attended the opening ceremonies in Mexico City.

Meanwhile, CMQ Havana is planning to commence TV operations in Cuba by November or December as the first TV outlet there. Radio TUPI Sao Paulo, Brazil, already is on the air with test pattern and program service with a second station under the same interest under construction at Rio de Janeiro [BROADCASTING, Aug. 7]. A second station in Mexico City is being constructed for Emilio Ascarraga's radio interests.

NOW...

DAILY TV SERVICE FROM 7:30 AM 'TIL AFTER MIDNIGHT— IN THE MIDWEST'S 2ND LARGEST TV MARKET.

Choice participations available in *live programs* with *professional talent.*

WLW-TELEVISION

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Crosley Broadcasting Corporation

SET PRICES

Increased by Six Firms

SIX firms—Crosley, Hallicrafter, Olympic, Zenith, Tele-Tone and Air King—have announced television set price increases.

The manufacturers blamed the price boosts on increased cost of components or materials. However, a spokesman for Crosley stated that the new prices were needed "to meet warranty charges under the new policy of guaranteeing all parts for one year." Crosley's price increases are $10 and $20; Hallicrafter's, $30 to $50; Zenith's, $2 to $55; Tele-Tone, $10 to $30; Air-King, $10 to $30.

SMPTE Convention

THE 68th Convention of the Society of Motion Picture and Television Engineers will be held at the Lake Placid Club, Oct. 16-20. William C. Kunzmann, society convention vice-president and technical representative for National Carbon Division of Union Carbide and Carbon Co., heads the planning committee for the convention.

Mayor Hartsfield signs the "Television Week" proclamation as George C. Biggers (l), president of Atlanta Newspapers Inc., and J. Leonard Reinsch, WSB-TV managing director, looks on.

* * *

'TV CAPITAL'

Atlanta Observance Set

PROCLAMATION of Atlanta as "Television Capital of the South" and the current week of Sept. 9-15 as "Television Week," has been made by Mayor William B. Hartsfield.

In his proclamation, Mayor Hartsfield points out the increasing importance of television to Atlanta—there being already over 50,000 sets in that city. The proclamation also states that network interconnection—set for Sept. 30—will further facilitate and speed communication between our major national regions. In connection with the "Television Week" observance, *Kukla, Fran and Ollie* made a personal appearance on WSB-TV Atlanta on a remote show from Rich's Department Store last Saturday (Sept. 9).

BURNS & ALLEN

Signed by Carnation Co.

CARNATION Co. (Evaporated Milk), Los Angeles, will sponsor George Burns and Gracie Allen for a half-hour, alternate weeks, on CBS-TV starting in October. Bill Goodwin, announcer-comedian, will also appear on the television program. Exact day and time has not been set. Erwin, Wasey & Co., Los Angeles, is the agency.

The package price for the program is estimated to be $20-25,000.

This marks the first television entry for Carnation Co. Three out of first 13 shows will originate in N.Y., the others to be kinescoped in Hollywood for release to eastern network and interconnected stations. The firm sponsors two network radio shows, *Carnation Contented Hour* on CBS, Sunday, and *Carnation Family*, Saturday, on the same network.

NBC Names Passman

LEROY PASSMAN, operations manager of WABD (TV) New York, has been named assistant production manager in NBC's television program department.

upcoming

NAB District Meetings

Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Col.

Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.

Sept. 18-19: Dist. 7, Terrace Plaza Hotel, Cincinnati.

Sept. 21-22: Dist. 9, Northernaire Hotel, Three Lakes, Wis.

Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.

Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.

Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.

Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.

Oct. 9-10: Dist. 1, Somerset Hotel, Boston.

Oct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.

Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.

Nov. 9-10: Dist. 5; Ansley Hotel, Atlanta.

Sept. 18-21: Financial Public Relations Assn. Convention, Hotel Statler, Boston.

Sept. 19-20: Canadian Broadcasting Corp. Board of Governors, Vancouver.

Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.

Sept. 25-27: 41st Annual Meeting Assn. of National Advertisers, Drake Hotel, Chicago.

Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.

Sept. 30-Oct. 7: Canadian Radio Week.

Sept. 30-Oct. 8: National Television and Electrical Living Show, Chicago Coliseum.

Oct. 5: Second International Advertising Convention, Hotel Plaza, New York.

Oct. 6-7: Ohio State U.'s annual advertising and sales promotion conference, Columbus.

Oct. 9-March 19: Advertising & Selling Course, Advertising Club of New York, New York.

Oct. 18-21: NBC Annual Affiliates' Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.

Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.

Nov. 3-4: Institute of Radio Engineers Kansas City Section, Second annual Regional Papers Conference, President Hotel, Kansas City, Mo.

Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

MARCH OF TIME

Expands TV Activities

ARTHUR TOURTELLOT, director of "Crusade in Europe," produced by March of Time, has been appointed director of March of Time Television Productions, a new department of the March of Time.

At the same time it was announced that Arthur Murphy, general manager of *Life*, had been appointed general manager of the March of Time division. The new appointments were understood to presage an expansion of March of Time's television activities.

GUNTHER SIGNS

Gets Basketball Rights

TELEVISION and radio rights to some games of the Washington Caps and Baltimore Bullets basketball teams were acquired last week by the Gunther Brewing Co., Baltimore, Md., from owners of the two National Basketball Assn. professional teams.

There were indications, however, that the beer advertiser may encounter some difficulty in lining up a TV station in the nation's capital to carry the telecasts because of previous network commitments. The contract is being handled in Baltimore through Ruthrauff & Ryan Inc.

The schedule of AM-TV stations had not been set last Thursday, although arrangements for the Baltimore games were expected to be consummated momentarily. Announcement of contract for rights to Caps contests was announced in Washington by Bob Foster, general manager of Uline Arena. The AM-TV rights cover 32 home games.

When the Washington radio and television picture is finally set, it will mark the return, after a year's absence, of Caps games to television. The team withdrew such rights before last year on grounds that the telecasts hurt attendance at the games. To the contrary, however, box office receipts hit a new low last season. WTTG (TV) Washington aired the games last season, with Steve Douglas handling announcing chores.

Perry Walters, WTTG commercial manager, told BROADCASTING last week that it appeared unlikely that the station could clear time on Wednesday and Saturday with the DuMont TV Network to carry the contests. He pointed out that WTTG carries programs from Madison Square Garden in New York on those nights the Caps play at home. Other stations also appeared to have solid network commitments.

LATEST developments in radio-TV and electrical appliances to be exposed at Electrical Wonderland in S. F. Civic Auditorium, Sept. 23-Oct. 1.

ATLAS FILM CORPORATION

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CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

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Oak Park, Illinois

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film report

RUSS WHITEMAN elected president **Border Productions**, Hollywood, producers of new TV series *The Men In Black*. **Dorothy N. Raison** is secretary, **J. Henry Kruse**, treasurer, and **Max Gilford**, general counsel. Firm has offices at 6533 Hollywood Blvd. . . . **Herbert Moulton**, formerly associated with MGM and Paramount Pictures, joins **Jerry Fairbanks Inc.**, Hollywood, as production manager.

Background Engineers Inc., Hollywood, has sold services providing projectors, screens and slides for TV shows to KTSL (TV) same city. **William Tillisch**, partner in firm, currently on three weeks trip to New York, Chicago and other major cities to demonstrate equipment to TV station managers. . . . **Quaker Oats Co.**, Chicago, through **Price, Robinson & Frank** agency, same city, has contracted for 16 Aunt Jemina TV spot commercials from **Ted Eshbaugh Studios Inc.**, New York.

* * *

Ferenz Fodor, chief engineer, **Filmcraft Productions**, has developed 35 mm magazine capable of holding 2,000 feet of film. Magazine developed to enable Filmcraft to work more smoothly on Groucho Marx TV shows. According to Mr. Fodor, new magazine will run 20 to 22 minutes without a break. Normal 35 mm camera holds only 1,000 feet of film and runs about 10 minutes. Filming of Groucho Marx program uses seven cameras. Four are in action at all times. **Norman Colbert** is supervising film editor for show.

Entire catalog of **Warner Bros. Music Publishing Holding Corp.** and its subsidiaries will be made available to **Snader Telescriptions Corp.**, Hollywood, producers of three-minute TV film spots. License agreement calls for use by Snader of library of entire music catalog of **Witmark, Harms Co., Remick, Advanced Music** and **New World Music. Victor Blau**, Warner Bros., and **Lou Snader**, Snader Telescriptions, agreed on percentage of gross of 960 Snader TV films per year. Contract with Warner is first rapprochement between major film studio and TV production unit.

* * *

John Sutherland Productions, Hollywood, currently producing 43 television film spots for seven different firms. Included are 19 for **Crosley Div. of Avco Corp.** (appliances), placed direct through **George E. Simons**, director of advertising; six, **General Foods Corp.** (Postum, Krinkles), **Foot, Cone & Belding**, Chicago; four, **Wildroot Co.** (toilet goods), **BBD&O**, New York; four, **Cream of Wheat Corp.** (cereal), **BBD&O**, New York; seven, **Kaiser-Frazer Corp.** (auto), **William H. Weintraub & Co.**, New York; two, **Daystromite Furniture Co., N. W. Ayer & Son**: one, **Owl-Rexall Drug Co., BBD&O** Los Angeles.

SAG-TVA TILT

Partial Agreement Seen

AGEEMENT upon an election to settle the broadcasters-advertising agencies portion of the Screen Actors Guild-Television Authority jurisdictional dispute is believed to be the goal of a meeting set for Sept. 19 in New York. Negotiators for industry, NLRB and the battling unions will attend.

Chances for agreement are believed slim, but discussion of issues raised by TVA's recent amending petition filed with NLRB [BROADCASTING, Aug. 28] is expected to be accomplished. The petition in question divided the battleground into two zones, one inhabited by broadcasters and advertising agencies, the other by film producers.

To satisfy NLRB procedural requirements, SAG last week filed with NLRB in New York an intervening petition relating to the broadcasters-advertising agencies zone. A petition filed last May served the same purpose for the film producers zone.

The reported consent by SAG to negotiations between TVA and the networks sometime in September [BROADCASTING, Aug. 28] over talent on live shows, and simultaneous kinescope recordings, may bring quiet to a small sector while the larger conflict is continuing.

PROCKTER FIRM

To Produce TV Films

FORMATION of Prockter Syndications Inc., to create, develop and produce films for television to be sold to local and regional advertisers, was announced last week by Bernard J. Prockter, president.

Bernard Solomon has been appointed vice president of the new firm and will be in charge of distribution of the films. Prockter Syndications Inc. is a subsidiary of Prockter Productions Inc., producer of Pall Mall's *Big Story* radio-TV programs, *Treasury Men in Action* for Chrysler Sales Div. on television, and the radio show, *Quick As A Flash*, for Ammident Tooth Powder. The firm's offices are located at 221 W. 57th St., New York.

KRON-TV San Francisco begins seven-day week programming Sept. 23, KPIX (TV) and KGO-TV same city, having expanded earlier this month.

COMMONWEALTH
Currently Serving the Nation's Leading TV Stations Offers the Following
TV FILM PACKAGES

26 MAJOR COMPANY FEATURE PROGRAMS
with such stars as
Barbara STANWYCK
Robert YOUNG
Jimmy DURANTE
Claudette COLBERT
Jack BENNY
Paulette GODDARD
Jimmy STEWART
Merle OBERON
Melvyn DOUGLAS
Raymond MASSEY

39 TOP WESTERNS
featuring
THE RANGE BUSTERS
KERMIT MAYNARD
SMITH BALLEW

52 FEATURE PROGRAMS
with such stars as
Bill "Hoppy" Boyd
Frankie Darro
J. Carrol Naish
Jack LaRue
Pinky Tomlin
Buster Crabbe

13 MUSICAL VARIETIES
12½ min each • featuring
MOREY AMSTERDAM

13 SOUND CARTOONS

250 AESOP FABLE SILENT CARTOONS

12 CHARLIE CHAPLIN COMEDIES
12½ min each

For further information and complete list, write to
C•F•T INCORPORATED
COMMONWEALTH
Film and Television, Inc.
723 Seventh Avenue, New York 19, N.Y.

Another successful start with DUMONT

WHBF-TV

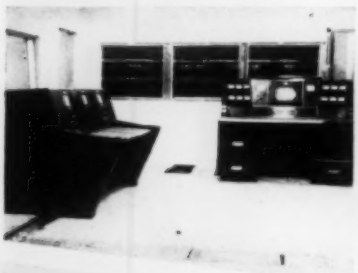
ROCK ISLAND, ILLINOIS

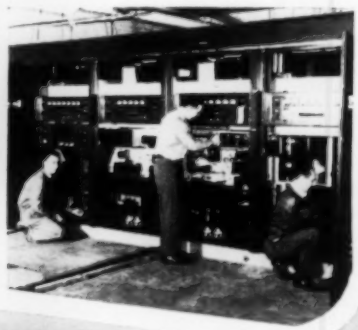
Channel 4

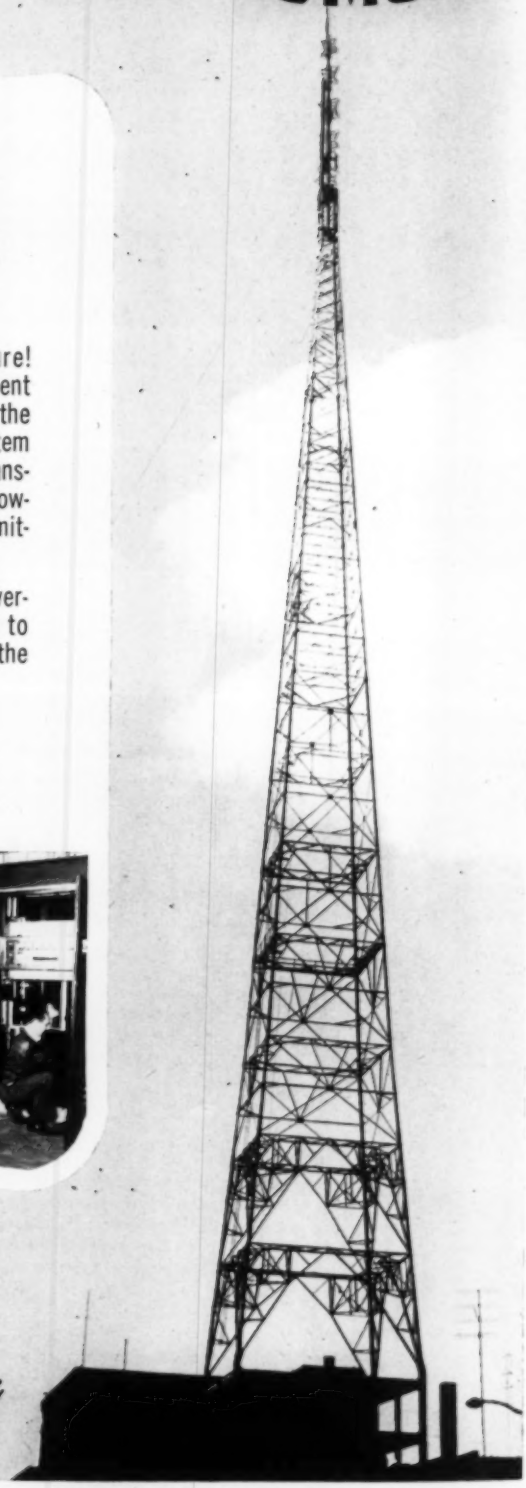
Another Television station with an eye to the future! WHBF-TV now goes on the air with Du Mont equipment assuring dependable, economical operation with all the advantages of the Du Mont "Grow As You Earn" system of equipment expansion. Air-cooled tubes, finest TV transmitter engineering and quality workmanship stand for low-operating expense characteristic of Du Mont TV transmitting equipment.

WHBF-TV operates on Channel 4 in Rock Island, Ill., covering the Quad Cities Area. We take this opportunity to congratulate WHBF-TV and welcome it to the ranks of the ever-increasing commercial TV stations of America.

Remember, it's smart business to investigate Du Mont first — and then compare.







DUMONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.

Set Makers Puzzle

(Continued from page 61)

quipment. They had been upset y published stories about FCC's olor report.

In off-the-record conversation, a mber of set makers said they ere staggered by the Commis-on's action. "How can they do is to us," one official moaned as looked over cost sheets and re-rts showing that his department starting to recover some of the oney sunk in TV set manufacture d distribution.

With scarcely three weeks re-aining before FCC's deadline, me set makers were hoping they uld reach a sane conclusion dur-g the RTMA autumn meeting in ew York Sept. 18-20. The RTMA levision Committee, headed by r. W. R. G. Baker of General lectric Co., will meet Sept. 14 to nsider the FCC report and make ecommendations to the RTMA ard.

Meetings Next Week

RTMA's division and section oups meet Sept. 18-19, with the ard taking up their recommen-tions Sept. 20.

One prominent consulting engi-er familiar with TV circuitry d production told BROADCASTING doubted if one-tenth of the TV ts built without bracket switch-g would ever be equipped with apters.

A set maker further doubted if any of the sets equipped by TV rvicemen with adapters would ovide reliable service. On the her hand, he felt the manufac-ring industry had performed mir-les in the past and they could do again, assuming no special prob-ms such as defense production erfered with design and tooling erations.

Here are reactions of a number leading manufacturers who re-onded to a BROADCASTING query to their position in the color ntroversy:

Philco Corp. executives did not eal any definite plans as to ether they would incorporate cket standards in television sets suggested by the FCC in its ision on color TV.

However, a spokesman for the mpany pointed out that while he els "color still seems a long way , the gun now is loaded." He lieved that in view of the FCC's tion, Philco would have to build me" sets adapted to receive CBS black-and-white in addition to se "already built in our labora-y."

Officials at Philco's plant in iladelphia also pointed out that e company's primary manufac-ring problem is to balance its mestic set production demands h growing military require-nts.

William J. Halligan, president of e Hallicrafters Co., said "This certainly not a popular decision h the manufacturing industry." e recalled that the Chapin-Rob-

WITH a telefoto lens equipped camera, Cameraman Russ Warren of WHAS-TV Louisville brings to viewers a spectacular $60,000 fire which hit the Mengel Co., plywood manufacturer, and part of the Reynolds Metals Co. WHAS-TV newsmen set up the camera atop the seven-story Courier-Journal Bldg. where the station is located. Simultaneously, WHAS-TV cameramen were at the scene of the fire making movies of the blaze for the nightly newsreel. From the roof, News Director Dick Oberlin described what he saw and read bulletins as they were called in by his staff at the scene of the fire. Interrupting the normal schedule of news and weather, on moving tape at 3:50 p.m., live coverage of the blaze continued until about 4:30 p.m.

erts switch was made on a relatively high-priced receiver and that to make the same changes on present-day lower cost sets would be more complicated. To adapt the CBS system would cost more than the FCC's original concept. He predicted it would take an enormous amount of time and expense in engineering and tooling to make the changes proposed, but he expressed hope that when the Set Division of RTMA convenes this month manufacturers will benefit from an exchange of ideas on the subject.

'Confusing' Decision

H. B. Foulke, vice president and general manager of Arvin Radio & Television Co. division of Noblitt-Sparks Industries Inc., Columbus, Ind., called the decision "rather confusing."

"The Commission is asking us to do something that will take a better understanding of the problems than most of us now have. We will have to weigh the question carefully. With the slowness of components and the time taken to get materials it may be hard to comply. Arvin will go along if that is the FCC program. Apparently this decision is the best answer of those who have lived so closely with the color problem."

John Sanabria, vice president of American Television Inc., called the decision "horrible—one of the most horrible blunders in the history of the Commission. This is a case of pressurizing an industry to come up with a workable solution when there hasn't been time to solve all the problems. The CBS system has been considered impractical of public comsumption." Mr. Sanabria added, "When we adopt a set of standards they must be flexible." He said FCC's ideas are easy enough to talk about but to put them into execution is a different thing.

Orville Hill, assistant chief engineer of Stewart-Warner Electric Division, said "We have made no plans but are investigating whether our present receivers will respond to the requirements of the CBS system. Most manufacturers probably will find it difficult to adapt the system to their receivers in a simple way.

"I was sorry to see that the FCC feels the way it does. It seems to me a short-sighted decision. Potentially the RCA system offers more for the future.

"This was a big step for the FCC to make but now that it has been made, it may be difficult for the Commission to retrace its course."

Mr. Hill said that if redesigning problems are not too serious the manual method might be installed for from $10 to $12 per receiver and the automatic method for $25 to $30.

Robert M. Jones, chief engineer at Admiral, said the company is not yet ready to make an official statement, but when questioned Mr. Jones said he expected that in adapting the color system manufacturers would run into different problems on each model. There is a tremendous amount of work ahead he said.

M. D. Block, vice president of Sentinel Radio Corp., called the decision "confusing and damaging." He said the Commission should have taken more time and should have thoroughly advised all segments of the manufacturing industry from time to time.

"This decision was too hasty, too abrupt," he said. "I don't see why more time would hurt anyone." Mr. Block said he was generally in agreement with Comr. Hennock's views.

Robert Galvin, executive president of Motorola Inc., said the company had no official reaction to the decision but he noted that some aspects are relatively new to Motorola. He observed that to comment on such an important decision required considerable preparation.

Leonard Ashbach, president of Garod Electronics Corp., Majestic Radio and Wilcox-Gay Corp., said:

"Right or wrong, we will go along with the FCC. They are the public servants to decide what the public should have. Whether the Commission made a wise decision in selecting CBS color remains to be seen, but it still comes at the expense of the public.

Double Royalties

"Naturally, by having two systems—RCA Hazeltine and CBS—double royalties will have to be paid. All of this has to be passed on ultimately to the customer.

"Having seen both systems, the single tube appears to be more practical than the scanning device, but again, that is up to the FCC. Had the Commission got out a questionnaire to various engineers it might have gained more experience than by carrying on its own experimentation. I understand there were some manufacturers who volunteered information only to be told their advice was not needed. So it appears this decision is being jammed down some throats.

"Of course, the higher priced the set, the more money the manufac-

(Continued on page 76)

DO YOU WANT TO COVER THE SOUTH AT LOWEST COST?

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➔ *See Centerspread This Issue* ←

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ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

XUM

Set Makers Puzzle

(Continued from page 75)

turer makes. But our company always has tried to give "the mostest for the leastest." In any event, we won't stop the clock to save time. We'll do what the Commission tells us to do.

"We can change our present facilities to production of color television sets as soon as the FCC recommends the change," declared Leonard Ashbach, president of Majestic.

"Our engineering and research departments are well versed on the various color systems and are prepared to take the lead in the eventual race to produce the first color TV sets. Eventually, of course, we expect to produce color sets for the same cost as a black-and-white receiver, but that's a long way off."

Mr. Ashbach reported peak production in both the Majestic and Wilcox-Gay plants and reported ruefully that conversion to color television will of course affect both activities.

Says Color Is Premature

David H. Cogan, president of Air King Products Co., said that although he had testified for CBS color months ago, the radical change in the whole scene caused by Korean war developments has brought him to feel that a color decision at this time is premature. He felt the necessity of surveying the parts required for adapting, along with their schedule of availability and cost, makes it "almost impossible for this company to try to comply with FCC's deadline of Sept. 29."

Robert S. Bell, executive vice president of Packard Bell Co., Los Angeles, said: "We will do everything we can to cooperate and implement the FCC decision. But before any concrete plan of action can be announced it will be necessary to have more detailed information on the switch arrangement requested by the FCC so that its size and cost in relation to present receivers can be compared and analyzed."

H. Leslie Hoffman, president of Hoffman Radio-Television Corp., Los Angeles, is investigating the FCC color report as it affects his business and said he is in no position to make definite statements.

The whole question of color TV should be put on the shelf for a couple of years, in the opinion of Bernard Fein, president of Ansley Radio & Television Inc. Ansley is studying the FCC report, he said, especially in relation to the problem of adapting receivers. Merely to incorporate the switch arrangement in receivers would require until next spring, he added.

Mr. Fein said the meaning of the FCC report isn't clear. He said the question of what his company will do must wait until it knows just what FCC has said and until the problems of adapting have been explored and evaluated.

John S. Meck, president of John Meck Industries and Scott Radio Laboratories, said:

"The concern about the technical questions involved in the FCC decision is over-emphasized. I believe it is most important that the FCC come out with a definite decision and make it stick whichever decision that may be. The confusion and uncertainty caused by the tentative decision is more serious to the industry and the public than any technical matters are likely to be. The industry has proved it can make technical changes speedily, once it knows what is called for. I hope the FCC will quickly settle the question of standards and let us go full speed ahead in a definite direction."

RCA, CBS and Color Television Inc. stood pat last week on positions they had taken Sept. 1 after the report was made public. RCA and CTI remained confident they would prevail in the end. CBS was gratified and announced it would go on the air with color service 30 days after a final FCC decision. Allen B. DuMont, head of Allen B. DuMont Labs., did not elaborate on his early statement that FCC apparently agreed with his premise that color is not ready commercially.

CJLS Yarmouth, has changed corporate name to Gateway Broadcasting Co. Ltd., operating with 250 watts on 1340 kc.

WOR BREAKS

Commercial Time Increased

GENERAL increase in time length of WOR New York night stations breaks without additional charge to advertisers has been announced by R. C. Maddux, vice president in charge of sales. All station breaks after 6 p.m., except time signals, he announced, will go from 15 seconds to 20 seconds. "The change enables the advertiser to put more 'sell' into his station break commercial on WOR," Mr. Maddux said. The former 15-second break permitted 35 words of copy, he said, whereas the 20-second break will allow 45 words.

The decision by WOR to lengthen its station break periods and thus permit longer advertising messages was understood to be taken in the hope of overcoming what has been generally reported by it and other stations as an increasing sales resistance among prospective advertisers who look upon the shorter periods as inadequate to accommodate an adequate message.

It is known that some stations, including WOR, have become concerned over repeated statements by prospective clients that they would prefer to spend a little more money to buy longer announcement periods rather than try to squeeze a 35-word message into a station break.

NBC SHOWS

Trendex To Survey

NBC has named Trendex Inc., New York, newly formed broadcast audience measurement firm, to provide a monthly rating report for the NBC evening sustaining shows, on a continuing basis.

Cities chosen for the survey are those covered by the four major networks, and will have an almost equal degree of TV penetration as a whole, to insure an accurate measurement of radio and TV program popularity, Trendex announced. Interviews will be made from the 1st through 7th, with the report for NBC to be completed about the middle of each month.

WPIX Signs 96 in Aug.

WPIX (TV) New York announces signing of 96 advertising contracts during August, bettering the July contract figure of 93. Business covers new and renewing sponsors, participations in WPIX packages, and in live and film TV spot schedules.

Schlitz On ABC-TV

SCHLITZ BREWING Co., Milwaukee, will sponsor *Pulitzer Prize Playhouse*, Friday, 9-10 p.m., over ABC-TV beginning Oct. 6.

WQQW PLAN

Reorganization Underway

A REORGANIZATION petition was filed in U. S. District Court in Washington last week by WQQW Washington, which said the move was designed to strengthen the station's corporate structure and make ample funds available for future expansion.

Chief Judge Bolitha J. Laws on Thursday set Oct. 5 as date for the first reorganization hearing.

WQQW pointed out that FCC, in passing on an FM license application, had requested the station to adjust its financial structure in order to reduce a mortgage indebtedness of $110,000. This indebtedness is secured by amortizing notes and a first deed of trust on the station's physical assets, the notes having been exchanged for loans made by 11 persons in 1947-48 before the present directors assumed control, WQQW said.

Fair value of the station's assets was estimated at $138,000, but the petition pointed out that complete value could not be realized by a quick sale. Station Attorney Monroe Oppenheimer said the petition followed the failure of a minority of creditors to agree on a suggested refinancing plan.

M. Robert Rogers, vice president and general manager, said he anticipated no difficulty in securing court approval of a reasonable plan and that in the meantime WQQW, known as "the good music station," would continue to broadcast "only the finest music for 17 hours a day."

Plans for linking WQQW and WQXR New York via Philadelphia and Baltimore for network broadcasting of several musical programs of each station, plus special events from Washington, are now nearing completion, Mr. Rogers reported. He said it was hoped that engineering arrangements will be completed during October.

WHHN STRIKE

Employes Still Out

WHHN Warren, Ohio, struck by announcers and engineers at 10 p.m. Aug. 28, was still silent late last week.

A series of negotiating conferences failed to bring an understanding, according to IBEW. The union said it asked $72.50 a week for engineers and announcers, who were said to receive $50 per week. W. W. Powell, Commissioner of the Federal Mediation & Conciliation Service, took part in some of the conferences.

IBEW said it had been certified last May 18 by National Labor Relations Boards for technical employes and on Aug. 16 for the announcer-studio technicians unit. Union members picketed the station's studio and transmitter.

The union ran a paid ad in the *Warren Tribune Chronicle*, licensee of WHHN, explaining its side of the dispute and comparing wage scales with those in nearby Youngstown.

KMPC LAUDED

Bowron Among Richards Witnesses

E. A. (DICK) RICHARDS and his KMPC Los Angeles were praised for "fairness and generosity in public service broadcasts" last week as counsel for the station owner opened their presentation in FCC's hearing on his news policies.

Mayor Fletcher Bowron of Los Angeles testified he had "never known of an instance where the facilities of KMPC were not available in the public interest," and added that he knew of "no instance of unfairness" or any broadcast that was "biased or prejudiced."

"No other station in southern California has offered the City of Los Angeles so much time for public service programs," he asserted. Leo B. Tyson, KMPC general manager from September 1936 to February 1941, said Mr. Richards was most generous in granting free time for public-interest causes and had cancelled a number of sponsored programs even though it meant a financial loss. He denied Mr. Richards ever instructed him to slant news in any way.

Now a personal business management executive, Mr. Tyson said that when he became KMPC manager half of his salary was paid by the then-owner and half by Mr. Richards. Under cross-examination by FCC General Counsel Benedict P. Cottone he denied he was hired by the secretary of Beverly Hills Broadcasting Corp., then licensee, rather than by Mr. Richards.

To Study Transcript

Mr. Cottone, noting that Mr. Richards did not become licensee until June 8, 1937, reserved decision on cross-examination pending an opportunity to study the transcript of FCC's December 1936 hearing on the application for transfer from Beverly Hills Broadcasting.

Sheriff Eugene W. Biscailuz told FCC Examiner James D. Cunningham that KMPC carried free announcements in support of the Sheriffs Relief Assn., assisted him as county chairman of the March of Dimes for the past 12 years, and contributed broadcasts for civilian defense and the County Disaster Relief Committee.

"I was repeatedly told by Mr. Richards and Robert Reynolds, the station manager, that the facilities of KMPC were always open to us," Sheriff Biscailuz testified. He said he had "never heard anything unfair, biased, or prejudiced" broadcast on KMPC.

Darise L. Darsie, chief editorial writer of the Los Angeles *Evening Herald and Express*, testified that for more than three years KMPC broadcast weekly instructions to Los Angeles youngsters for collection of salvage needed in the war effort. At its peak, he said the "Junior Army" had 75,000 members listening to the *Junior Army of the March* which he originated for the *Herald and Express* on KMPC.

He testified to KMPC's reputation for impartial treatment of religious, racial and political groups. Under cross-examination he said this testimony was based on "hearsay from persons who listened to the station."

Vierling Kersey, former superintendent of Los Angeles city schools, said KMPC made a "great deal" of time available to the public school system during his tenure, and listed numerous programs which he said were prepared for children of all ages.

Under cross-examination by Mr. Cottone, he said he might feel that Mr. Richards had made mistakes, but that "the reputation of a man permits a number of mistakes."

Mr. Richards, chief owner of KMPC, WGAR Cleveland and WJR newscasts against members of the late President Roosevelt's family and administration and certain minority groups, and in favor of Republicans and personalities whom he likes. The licenses of the three stations and his proposal to transfer control to a trusteeship are at stake in the proceedings, which have been in progress in Los Angeles since mid-June.

Mayor Bowron's testimony was marked by frequent clashes with General Counsel Cottone, whom he accused of "acting like a prosecutor."

On Mr. Cottone's objection, Examiner Cunningham struck out Mayor Bowron's "conclusions" that KMPC had been "unusually generous" in providing time for city departments. But the examiner emphasized that defense counsel, headed by Hugh Fulton, would be given full opportunity to bring out all possible facts along that line.

"I feel that these three stations are on trial for their lives," Mr. Cunningham said. "There is the overall issue as to whether the continuance of the station [KMPC] is in the public interest. I intend to give the applicants wide latitude to make their showing."

KMPC Official Station

Mayor Bowron said that during World War II KMPC "more or less became the 'official station' for broadcasting all information to civilian defense corps because it was the only one which would assure us of time at regular intervals."

Mayor Bowron said Mr. Richards "is regarded as a very patriotic American citizen," has a "good" reputation for fairness, and "is not prejudiced against any race, creed, or party, so far as I have ever heard."

Mr. Cottone wantel to know whether his testimony would be affected if it were established that the station owner had told newsmen to treat Jewish persons unfavorably.

Mayor Bowron replied that "everyone has been unfairly accused" at times, and later added: "There should be no prejudice against any color or creed. . . . A man can be fair and still have a point of view. There is a lot of difference between Mr. Richards' personal bias and the operation of the station. Mr. Richards is a man of deep conviction. The test is, does this bias and prejudice get over the air? If he has the good sense to have an organization that would stop this, my opinion would be unchanged."

The mayor offered his view that "if any radio station doesn't slant its news against communism, it has no right to operate in this country."

Opinion as Listener

Mayor Bowron said he knew Mr. Richards and had "talked to him by the hour at his home," but that his appraisal of KMPC operations was based on what he knew as a listener to the station.

Sheriff Biscailuz also said he was personally acquainted with the station owner. When Examiner Cunningham wanted to know whether his impression of KMPC fairness was based on his association with Mr. Richards and General Manager Reynolds or on newscasts he had heard, the sheriff replied: "Both."

He thought that if Mr. Richards was ever unfair, it was a result of deep patriotism.

Sidney W. Fuller, who handled a 52-week series of newscasts on KMPC in 1946-47 as an employe of the sponsor rather than the station, said Mr. Richards never called him or gave him any instructions, but conceded under cross-examination that he had heard newscasters say "the boss called them up and gave them 'whatever' for newscasts he didn't like."

E. R. Hunt, manager of the Hollywood Social Security office, testified to KMPC's cooperation on requests for time for public service broadcasts.

At one point in a verbal clash between General Counsel Cottone and Joseph Burns, associate counsel for Mr. Richards, Examiner Cunningham told the station owner's attorney that "you are under a misapprehension if you believe the Commission is ignoring the good things about the station."

POLIO EPIDEMIC

WYVE Victim Gives Account

LISTENERS to WYVE Wytheville, Va., a community where polio struck hard this year, were able to get a first-hand account of the disease's effect when one of the station's staff suffered an attack.

Mr. Wear tape-records program telling of his experience as a polio victim.

One week after coming down with polio, Sidney Tear, WYVE's commercial manager and disc jockey, was sent home from the hospital. Not content to mark time until he returned to the studios, Mr. Tear requested the station to tape record his *1280 Klub* program at home.

Doing all of the program except the music, Mr. Tear told of his reactions to polio and attempted to relieve some of the fear and hysteria concerning the Wytheville epidemic. The program, pronounced a success by Arthur M. Gates Jr., general manager of WYVE, is being continued during the five weeks Mr. Tear will be in bed. Later, he will have to go through a rehabilitation program for treatment of slight paralysis in one leg. Detroit, has been accused of instructing staff members to slant

No time for neckin' since KGVO installed that new RCA transmitter and tower with 5000 watts both night and day. A good place to advertise.
KGVO · KANA
MISSOULA
Know MONTANA

IS YOUR TOWER A HAZARD?

By VINCENT T. GUCCIONE

AIDS AND HAZARDS SPECIALIST, PLANNING AND EVALUATION DIV. CIVIL AERONAUTICS ADMINISTRATION
NEW YORK INTERNATIONAL AIRPORT
JAMAICA, N. Y.

WHEN the FCC releases its freeze on television assignments, developments will occur which will require close cooperation and coordination between radio and aviation in order that proposed towers can be located so as to present a minimum amount of conflict. These situations are anticipated due to the peculiarities attending effective television transmissions, requiring line-of-sight coverage from the transmitter to the ultimate recipient.

This condition will necessarily require tall transmitting structures adjacent to areas of concentrated population, considered a favorable potential market from a radio standpoint. As we all know, areas of dense population usually have adjacent, a terminal airport to provide aviation services.

It is the purpose of this article to make known to the radio industry the problems which must be studied by the aviation interests in the event tall transmitting structures are erected adjacent to airports or along highly traveled civil airways. It is believed, too, that in your knowledge of these problems, and with the aviation industry recognizing the needs of the radio interests, there will be a greater likelihood of mutual understanding between the two, with the result that the site locations proposed for television transmitting stations may be so situated that they will not be deemed objectionable from an aeronautical standpoint, and still provide the transmitting coverage required.

The Civil Aeronautics Administration is desirous of extending to the applicant for a radio station whatever assistance may be required so that the conditions mentioned above will be met. Such requests for assistance may be made of the CAA Regional Administrator in your locality, who will offer you full cooperation leading to the ultimate accomplishment of your project.

THE Civil Aeronautics Administration is presently working in close coordination with the FCC, and upon request from that agency, undertakes to investigate the aeronautical hazard which may be presented by a transmitting tower required by an applicant for a radio or TV station. In this regard, the CAA is charged with the functions and responsibilities for determining whether a structure will violate existing criteria or procedures utilized for the safe conduct of aircraft operations.

Normally, or when so indicated by the extent of potential aeronautical hazard which may be presented by any structure applied for, the proposal is circulated to all aviation interests whose operations are likely to be affected by the tower, for receipt of their comments on the construction. This procedure requires that an elapsed time of 30 days be permitted for receipt of comments from the aviation agencies contacted.

The receipt of all comments then provides the Civil Aeronautics Administration with a thorough cross-section and blend of opinions as expressed by the aviation interests, which views are then finally evaluated in the CAA regional office involved, to determine the position to be assumed by the CAA in the matter. In some instances, where disapproval is indicated by the comments received, it is often possible to resolve the situation equitably by minor adjustments of aeronautical criteria affected, or slight relocation of the site proposed.

Many Factors Involved

Many things must be considered in the evaluation of a problem of this type. It is necessary, for intance, to determine the location of the construction site with reference to airports and airways in the vicinity. CAA investigation will further reveal whether there are existing structures of comparable height in the area which will tend to shield the proposed tower. It is necessary to study the terrain in the vicinity of the site, with the possibility that this will be the influencing factor in determining the minimum flight altitude or approach altitude which is established for the safe conduct of flights either along an airway or into an airport.

To elucidate this point: Commercial aircraft flights are usually cleared to follow civil airways which can be compared to highways in the sky. Along the airways, the CAA maintains and operates visual and electronic aids for the use of the airman. These electronic aids are sometimes used as fixes for enroute traffic, and again may be utilized in a manner which may be compared to a traffic signal indicating to the pilot that he is permitted from that point forward to descend from his normal cruising altitude to an altitude which would permit a safe and comfortable approach into the airport which may be his destination. Sudden or accelerated descents from any point will usually cause air passenger discomfort and may, in fact, create a definite danger for the aircraft attempting to land.

The Civil Airway can be likened to a highway system where the traffic is controlled by laws and regulations designed and enforced for the safety of motorists. With the ever growing number of these air roads, it becomes increasingly essential that construction sites for radio towers be so located so that they will present a minimum amount of potential danger to the airplane traveler.

A Technical Standard Order (TSO N18) has recently been issued by the Administrator of Civil Aeronautics which has for its subjects "Criteria for Determining Obstructions to Air Navigation." In the standard order, an attempt has been made to provide a uniform criteria for such determinations, and has been developed by the CAA in coordination with the FCC, the Dept. of Defense, and appropriate branches of the aviation and radio broadcasting industries.

These criteria will be applied by all affected agencies in their determination of when a structure may become an aeronautical hazard. The investigations conducted by the CAA to evaluate a potential aeronautical danger presented by a ground structure must, of necessity, be individual for each construction studied. In one instance, a problem may be created for the airway on which the structure may be situated. When investigating such a case, the air traffic along the airway is considered and the minimum enroute instrument altitudes which have been established for the safe conduct of flights along the airway are reviewed.

The minimum altitudes are established by the CAA in such a manner so that under instrument conditions, aircraft will clear all ground obstacles in average terrain by at least 1,000 feet for five miles either side of the course intended to be flown. Clearance of all ground structures by at least 2,000 feet is considered necessary in mountainous areas.

Instrument Flight Aids

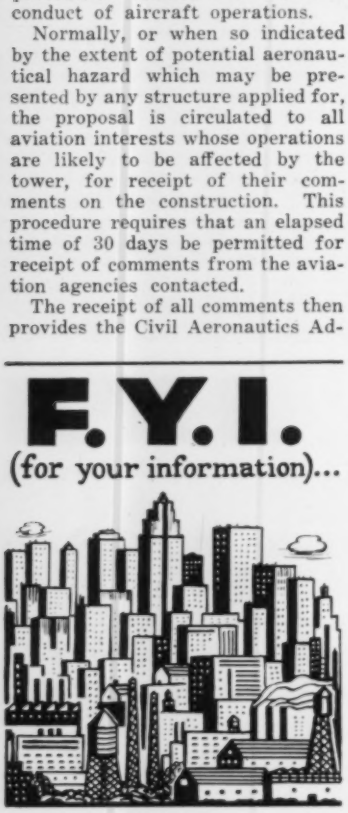
Instrument flight is accomplished by use of radio aids when it is impossible, due to visibility conditions, to maintain visual contact with the ground. In another case, the tower may be in such a location with reference to an airport as to affect landing procedures for aircraft approaching the field or may be within the approach zones of runways and interfere with the glide ratios in effect for the runway involved.

Due to the technical aspects of the criteria developed for determination and evaluation of hazards to air navigation, it is not considered feasible nor essential to include in this article all of the factors that need to be considered in the over-all analysis of a problem of this type. However, there is set forth herein an outline description of the areas, critical from an aviation standpoint, which are always carefully studied in these cases.

Ground structures which project above an aircraft landing area in excess of the limitations to be mentioned later in the article, shall be considered obstructions to air navigation. The approach surface to an airport is an inclined plane located directly above the approach area. The dimensions of the approach area are measured horizontally and vary slightly with the class airport involved.

The class of an airport is determined by the length of runways usable for take-off and landing of

F.Y.I.
(for your information)...



Cities grow 'out' not 'up.' . . . Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of long-standing factory and residential areas unannexed by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.

CBS
WTHI
TERRE HAUTE, IND.
REP. BY—BOLLING CO.
New York · Chicago · Hollywood

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
N.Y.19
HENRY GREENFIELD, Mg. Director

aircraft, and are classified and named as follows:

	Runway lengths of
Secondary	2,301 to 3,000 ft.
Feeder	3,001 to 3,500 ft.
Trunk Line	3,501 to 4,200 ft.
Express	4,207 to 5,000 ft.

For the purpose of this article, it will suffice to say that the average dimension of an approach zone for a non-instrument runway is 500 feet wide at the runway end and flares uniformily to 2,500 feet at a distance of approximately two miles. The similar zone for an instrument runway on civil airports is 1,000 feet wide at the end of the runway and flares to a total width of 4,000 feet at a distance of approximately two miles. The slope of the approach zone for instrument runways is 50:1, extending outward from the end of the runway approximately two miles. For all other runways not intended for instrument operation, the slope desired to be protected by the administration is 40:1.

Permanent Obstructions

Investigation of a particular problem, of course, will reveal that in some instances these slopes are not practical because of existing permanent obstructions which will necessarily restrict the glide ratios mentioned before.

The approach zones are, of course, most critical, and under the new Technical Standard Order, an object more than 100 feet above ground within three miles of the runway and increasing above ground in the proportion of 25 feet for each additional mile outward from the runway, but not to exceed 250 feet within 10 miles of the runway end, is considered an obstruction to air navigation.

Locations other than those mentioned may also present an aeronautical problem because a tower may be so located with reference to natural terrain features as to constitute a hazard to the itinerant private pilot, or to local small plane operations.

These considerations, taken into account in the evaluation of any particular case, merely give an indication as to the many and

Mr. GUCCIONE

* * *

varied aspects of an investigation which must be made by the Civil Aeronautics Administration prior to a comment being forwarded to the Commission for its ultimate decision.

We believe that it is advisable for the applicant for a new transmitting tower to investigate the aeronautical phases of his problem prior to the time that final plans for the project are developed. It is suggested also that an investigation be made with local building authorities having jurisdiction over the construction site area to determine if any municipal or state ordinances exist which may control the erection of high structures in that particular locality. Civil Aeronautics Administration representatives in each region will be eager to assist in determining whether the location and the site of the structure will present an aeronautical hazard for aircraft operating in the locality.

Valuable Assistance

You will find that the CAA personnel contacted will not treat your problem arbitrarily, but rather will offer valuable assistance in determining whether the proposed construction will be dangerous to air traffic. An earnest effort should be made to the end that the location chosen will be least objectionable from an aeronautical standpoint, yet will adequately provide the desired radio service.

In the past, it has been found that the relocation of a site as suggested by CAA personnel could mean the difference between the creation of a severe menace to air traffic and an obstruction which when adequately marked, would not prove unduly dangerous.

Ground studies can usually be conducted, and whenever necessary, flight checks of proposed sites will be made. Thus, the applicant will have reasonable assurance that his structure, when erected, will not present an excessive aeronautical danger, and he will therefore be safeguarding the lives of air travelers as well as his own installation insofar as possible.

In view of these facts, it may be well for the official of a radio station who expects to undertake the construction of a new tower to utilize the following procedure prior to preparing final plans for a new transmitting tower.

(1) Determine which CAA regional office has jurisdiction over the proposed construction site location.

(2) Request informal advice from the CAA and municipal authorities for the construction, at the site proposed and height specified prior to making final commitments for the purchase of land, conducting radio propagation tests, etc.

(3) Obtain recommended hazard painting and obstruction lighting recommendations from the CAA for inclusion in construction specifications.

(4) Submit formal application to the FCC for the site desired, so that official and formal recommendations can be furnished by the CAA.

If it is found, after aeronautical analysis and evaluation, that a degree of hazard will be presented by the tower to be erected, suitable hazard painting and obstruction lighting recommendations will be offered to the Commission for inclusion in its construction permits. Here again, the recommendations offered will not arbitrarily be made, but will be based on an intensive study of the problem, and only such marking will be recommended as is considered essential to safeguard lives and property, both airborne and on the ground.

Some Marking Omitted

In certain instances, of course, day marking may not be required, due to the fact that the tower may be so located with reference to other structures that such marking will serve no useful purpose. The colors utilized should be international orange and white, since these color are recommended national standards to denote hazards to air traffic.

The hazard lighting of a radio tower may be discussed with a CAA representative for possible inclusion in construction contracts and specifications, but it is well to note that only after a formal opinion is forwarded to the FCC, will such lighting be made a part of the construction permit issued by that agency.

In general, the CAA provides suggestions for marking and lighting, based on heights above ground, and location on airways or proximity to airports. It should be recognized, however, that these suggestions must be considered in a more or less general sense until a final evaluation is made by physical study to determine the actual aeronautical hazard created.

The CAA, therefore, feels that standard marking specifications prescribed are not applicable to all structures within certain height limitations. For example, a structure of a particular height may be so situated as to present such an unusual hazard to aeronautical operations, that obstruction mark-

(Continued on page 82)

CHNS

The Shortest Route
To Results in
This Area Is Via

HALIFAX NOVA SCOTIA

Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York

5000 WATTS
NOW!

LANG-WORTH
FEATURE PROGRAMS
SELL
SOFT DRINKS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

WERD
Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA...

NATIONAL REPRESENTATIVE:
Interstate United Newspapers, Inc.
NEW YORK • CHICAGO • DETROIT

Heavy Grid

(Continued from page 19)

night, *Game of The Week*, will be sponsored.

Though telecasts of some professional and college games, such as the Big Ten, are barred in various parts of the country, there is every indication that television will find a bigger football audience than ever before. Atlantic, for example, will spend more football money on TV this year than in 1949.

Both Atlantic and Tidewater expect their total radio-TV football budgets to be fatter this year. Tidewater, among the West Coast's top football sponsors, launches its 24th straight year of football broadcasting with over 5,000 hours of airtime on some 120 stations in the western states, Alaska and Hawaii.

Atlantic hopes to work out the final details of its extensive football schedule in a few days, according to Richard Borden, advertising manager. The task of building custom hookups to provide local-interest games in Atlantic's Eastern Seaboard marketing area involves a lot of work, he said on the eve of the company's fall schedule.

A few games will be carried Sept. 23, he told BROADCASTING, but the main schedule will get underway Sept. 30.

Atlantic is "pretty well set" on game rights, according to Mr. Borden, with competition running stiffer for some games. Many of the AM and television stations have been picked.

Higher Budget

The total radio-TV budget for 1950 will run a little above the 1949 total, he said. A higher percentage of the total will go into TV, with radio taking a corresponding cut.

Mr. Borden said Atlantic's schedule will not be quite as localized as was the case in the last 14 years of company football sponsorship. Where games will have an interest in broader areas, Atlantic will use larger stations. This will mean some curtailment of high school games with more emphasis on popular college games.

Long one of the largest buyers of radio sports, Atlantic will have a double objective in its commercials. First the company, as a manufacturer, will promote its brand names and emphasize quality of its gasoline, oils, lubrication and related products. Second, the sponsor will use copy with more "sell" in it. This will be designed to induce people to drive into Atlantic service stations.

Mr. Borden said Atlantic will continue its dignified commercial format, avoiding advertising that is offensive to listeners. Particularly, Atlantic's announcers are cautioned not to let commercials interfere with actual play. For example the company will use 20-second commercials in 30-second breaks to prevent any interference with the game. Some innovations are planned in TV commercials.

Again Atlantic will substitute mid-season consultations with announcers for the pre-season training courses it used for more than a decade. Mr. Borden said most Atlantic sports announcers have been thoroughly trained in the company's sports techniques and do not need pre-season coaching. After the season is underway, he explained, the lessons learned from observation of each announcer will provide material for refresher courses.

While Atlantic and N. W. Ayer & Son, its agency, will not announce the schedule for a few days it is known that the lineup will consist of regional hookups based on regional interest.

In New England the schedule will include games of Harvard, Princeton and Boston College on radio and TV. In addition Brown and Holy Cross games will be covered. Dartmouth and Yale are on the 1950 schedule.

As already stated, a composite Harvard-Princeton schedule will be carried on part of the NBC television network.

New York State hookups will carry Syracuse and Cornell games. The Eastern Pennsylvania situation is unsettled but it is understood Atlantic has been negotiating for rights to Penn games. Franklin & Marshall games will be carried in the Lancaster area.

In Western Pennsylvania the schedule includes games of Pitt and Penn State. For some weeks Atlantic has been broadcasting exhibition games of the professional Pittsburgh Steelers and it will continue through the season.

The lineup of top gridiron classics includes Princeton, Navy, Duke, North Carolina and Ohio State. A special hookup will carry a composite schedule of Furman, South Carolina and Clemson games.

In all, games of about 50 colleges will be sponsored by Atlantic including away-from-home contests of the basic teams on the company's list. A relatively small number of high school games will be sponsored.

Among outstanding games on the schedule, judging by pre-season forecasts, will be Yale-Harvard, Princeton - Cornell, Navy - Northwestern, Navy - Tulane, Navy-Southern California. Ohio State, Rose Bowl winner, will be sponsored in Cleveland.

The season marks Atlantic's 15th year of football broadcasting and 11th year in TV.

For Tidewater, a team of 30 sportscasters will be utilized to handle some 95 games of 16 western colleges and universities. Radio hookup, each year the largest grouping of radio power on the Coast, including NBC Pacific Coast Network (12 stations); NBC's Arizona group (seven stations); three NBC outlets in Idaho; Mutual-Don Lee western network (45 stations); Intermountain Networks in Utah and Idaho (nine and four stations respectively); Alaska Associated Network (eight stations).

Independents and other "detached" network affiliates signed by Tidewater:

KROW Oakland, KSFO and KYA San Francisco, KSJO San Jose, KMPC Los Angeles, KGER Long Beach, KGNS Hanford, KWKW Pasadena, KWSD Mt. Shasta, KNYC Yreka, KHUM Eureka, KSUE Susanville, all California; KDOL The Dalles, KWRC Pendleton, KLBM Le Grande, KWRO Coquille, KBKR Baker, KSRV Ontario, KUGN Eugene, all Oregon; KDYL Salt Lake City, Utah; KRAM Las Vegas, KOH Reno, both Nevada; KBIO Burley, KSPT Sandpoint, both Idaho; KCLX Colfax, Wash.; KGU and KHON Honolulu, KIPA Hilo, all Hawaii.

San Bruno Relay

Also in Tidewater's plans is the feeding of games to KSBR-FM San Bruno, Calif., a 125 kw station transmitting from Mt. Diablo in central California. KSBR has a working agreement with some 20 small AM and FM independents in the state to service them with programs. It was undetermined last week whether KSBR would relay football broadcasts under this agreement.

Negotiation still was underway by Tidewater to add 5-10 more independents to the firm's sports networks "to provide the fullest possible coverage" in the states making up the company's market area.

It was explained that constant realignment of stations in individual segments for the reception of games of interest to the particular home region poses a season-long traffic problem which keeps the full staff of Tidewater's advertising and public relations workers busy.

Top Western football classics expected to draw the most listeners and hence the most stations are California vs. Stanford (70 station network and shortwaved to Manila for AM rebroadcast); USC-Notre Dame (65 stations); California vs. Oregon and USC-Stanford (both to 60 stations).

Exclusive rights held by Tidewater put such big football names as California (in the Rose Bowl)

IN Dallas Sept. 4-5 to receive "Oscars of the fashion industry" at the Neiman-Marcus' Mid-Century of Fashion Exposition, this group appeared before the microphones during a visit to the WFAA Dallas studios. Gardner Cowles (l), president of Cowles Broadcasting Co. (KRNT Des Moines, WNAX Sioux City-Yankton, WCOP Boston), registers amusement at the goings-on of (l to r) Bonnie Cashin, American fashion designer; Pauline Trigere, Paris designer; Gloria Swanson, movie star; Fleur Cowles, wife of Gardner Cowles, and Julie Benell, WFFA woman's editor, on whose show the visiting celebrities were interviewed. Mr. and Mrs. Cowles were cited for "a fresh interpretation of fashion through newspapers, radio and magazines."

THE OLD SEA-HORSE SAYS:

No other advertising medium offers - - - "SO MUCH FOR SO LITTLE," May we tell you more?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

st year), Stanford, USC, UCLA, regon State and Oregon U., Washington State and Washington , Idaho (all Pacific Coast Con- rence schools); St. Mary's, oyola, Santa Clara, Nevada, U. San Francisco, (also some Col- e of Pacific. San Jose State mes) under its coverage wing.

The television sponsorship by idewater is still undecided. As last week, the firm, which spon- red TV football in San Francisco e past two years, had made no finite arrangements for telecast- g games this year. However, e door still is open, it was said.

TV rights to all games of the cific Conference teams have en acquired by Hoffman Radio rp. of Los Angeles and a Tide- ter spokesman admitted his mpany would be interested in ecasting some of the non-con- rence games.

For three of the games, Hoffman il lease two microwave relays, e from Los Angeles, the other m San Francisco. Cost report- y is about $1,600 per micro- ved game.

Hoffman will sponsor 13 home mes of California and Stanford spectively on KPIX (TV) and O-TV, both San Francisco.

Under terms of Hoffman Radio's reement on conference games, e company guarantees a mini- m gate for every contest tele- t based on the average gross r each game over a period of rs. If the gross falls short of e average, Hoffman will make the difference—up to 20% of e gross.

Admiral Deal

Under a unique West Coast deal, NBH (TV) Hollywood, Admiral p. and Herbert H. Horn Inc., al distributor, may take a finan- l loss because of a minimum sea- al gate guarantee for the Los geles Rams professional teams. ttendance at the first two games nearly 50% under the antici- ed figure. The team is guaran- d a $575,000 gate. If the Rams n out to be a pennant contender e guarantee will be topped. uld the eight-game total be n than the guarantee, the sta- n and sponsor will make up the t $180,000. KNBH then will ke up any remaining deficit. bitrary quotas have been set for h game.

In the Midwest, American Trust . South Bend, Ind., will sponsor y-by-play of the U. of Notre me games for the 12th consecu- e season. Games will originate WSBT South Bend with Joe land, the station's sports direc- handling description. WSBT

ON the eve of his departure for the Army Air Forces, for which he volunteered, Donald Revello (l), 19, traffic clerk at WOR New York, shakes hands with J. R. Poppele, vice president of the MBS outlet. A Yonkers, N. Y., resident, Mr. Revello is the first to leave WOR for military service in the current war crisis.

also will feed the schedule to more than 15 stations in the East as well as the Midwest. They include: WPBC Minneapolis, WCFL Chicago, WGL Fort Wayne, WERE Cleveland, WBBW Youngstown, WQAN Scranton, WRYO Rochester, WPEN Philadelphia, WOKO Albany, WHAY New Britain, Conn., WMCA, New York, WCAV Norfolk, WTNJ Trenton, WBMD Baltimore.

Full 10 game schedule of the Missouri U. Tigers will be sponsored by MFA Mutual Insurance Co. on 17 stations on the Missouri Sports Network. Several other stations may be added if local sponsors are obtained, according to J. M. Silvey, president, MFA. Publicity for the sports coverage is being handled by MFA's director of advertising, W. Judd Wyatt. Broadcasting team will be made up again (this is MFA's second year) of Mahlon Aldridge, general manager, KFRU Columbia and Wilbur (Sparky) Stalcup, Missouri U. basketball coach.

Stations in this network are KFRU Columbia, KHMO Hannibal, KFEQ St. Joseph, KWTO Springfield, KMMO Marshall, KXEO Mexico, KIRX Kirksville, KWRE Warrenton, KDRO Sedalia, KWOS Jefferson City, KDMO Carthage, KWPM West Plains, KBOA Kennett, KCHI Chillicothe, KSGM Ste. Genevieve, KFVS Cape Girardeau, KFSB Joplin.

Brewery Sponsor

WCFL Chicago will carry all Chicago Cardinals pro football schedule sponsored by Atlas Prager Brewing Co. and also the full Notre Dame schedule. The latter schedule, a favorite among a number of sponsors and stations, also will be carried in sections by other stations with Motorola paying the bill.

WCCO Minneapolis-St. Paul has announced Standard Oil of Indiana's purchase of U. of Minnesota games for the sixth straight year. Behind the mike will be Halsey Hall and Stew MacPherson. Also sold by the station are two sports programs, according to Carl S. Ward, sales manager. Juster Bros. clothing store (Bozell & Jacobs, Minneapolis advertising agency) sponsors *Bernie Bierman Football Show*, Sundays; G. N. Coughlan & Co. for Chimney Sweep (A. W. Lewin, New York, agency) picks up the tab for *Time Out For Sports*, Saturdays.

Also announced in the past fortnight were Standard Oil's sponsorship of home and away games of the Chicago Bears professionals over WIND Chicago; WTMJ Milwaukee's airing of nine Wisconsin U. games, and KOA Denver broadcasts of all U. of Colorado football games. For the latter, KOA and the advertiser are teaming up for the fourth straight year to cover Colorado's contests.

Another traditional sports sponsor already injecting itself in the sales picture is Chevrolet Dealers. As reported by BROADCASTING the following contracts have been signed:

Virginia U. over WRNL-ABC Richmond by Virginia Chevrolet Dealers Assn. Games to be fed to a 23 station network in the Cavalier state.

Film coverage of Ohio State U.'s fall schedule over WBNS-TV Columbus, Ohio, telecast Sundays (because of Big Ten ruling) by Columbus Chevrolet Dealers.

Full schedule of U. of Maryland games to be aired on a 10-station regional network, originating at WITH Baltimore, by Chevrolet dealers located in Maryland, Delaware, West Virginia and Washington, D. C.

Sylvania Games

In Philadelphia, Sylvania Products Corp. will sponsor a seven top-notch game schedule over WIBG that city, according to Edward D. Clery, general manager of the independent.

In Virginia the following are additional sponsorships reported to BROADCASTING: American Oil Co. again will add WLOW Norfolk to its pro football broadcasting network featuring Washington Redskins games. WLOW is promoting the games on 20 billboards in the city.

Details are set for exclusive broadcast rights of all U. of Richmond home and away games over WXGI Richmond. Cities Service Gas products sponsors the 10 game series. Contract was closed between Graeme Zimmer, WXGI vice president, and J. D. Lawrence, manager, National Oil Co. (Cities Service distributor).

A 15-minue weekly film program Friday evenings begins for 13-weeks on WMAR-TV, the *Sunpapers* TV outlet in Baltimore. Sponsored by Globe Brewing Co. (Arrow Beer) and called *Dick Dunkel's Football Forecasts*, the show features action shots of college and university football and presents scientific computed ratings of strength and expectations. Agency is Joseph Katz Agency.

EISENHOWER

Backs World Radio Plan

SUPPORT for expansion of U. S. radio abroad—to fight Communist lies with the truth—was given last Monday by Gen. Dwight D. Eisenhower.

Speaking in the Denver city auditorium to open the international Crusade for Freedom, Gen. Eisenhower said, "We need powerful radio stations abroad, operated without government restrictions, to tell in vivid and convincing form about the decency and essential fairness of democracy."

"These stations must tell of our aspirations for peace, our hatred of war, our support of the United Nations," he said, "and our constant readiness to cooperate with any and all who have these same desires." General Eisenhower explained "the crusade will provide for the expansion of Radio Free Europe into a network of stations. They will be given the simplest, clearest charter in the world: 'Tell the Truth'."

Sees Need

General Eisenhower indicated the need for these facilities, and his contempt of the Communist propaganda machine, as he said, "Americans are dying in Korea tonight. They are dying for ideals they have been taught to cherish more than life itself . . . But it will be written and said tonight in Warsaw, in Prague, in Moscow, that they died for American imperialism."

The address was aired by the four national AM networks and abroad via the Voice of America.

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
Nation's Richest Farm Market
Retail Sales, 1949, 18% above Nation's Average—1950—higher.
WTTN WATERTOWN, WISCONSIN

FAMILY
WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.
WIBW The Voice of Kansas in TOPEKA

Tower Hazard

(Continued from page 79)

ing generally applicable to a structure of increased height should be provided. Conversely, a structure, although of appreciable height and in proximity to an airport may require no marking whatever if it is situated so that existing marked obstructions shield it. Hazard painting or lighting of this structure therefore might, under these conditions, be of little or no value.

When the FCC requires under the terms of a construction permit that a flashing code beacon be installed on the tower structure, the CAA considers that such a light is a "true" aid to air navigation. This facility may be compared to marine beacons or marine lights used by the navigator to determine his position with reference to shoals. As a consequence, the operation of these lights although directly within the jurisdiction of the FCC, is of keen interest to the CAA.

The CAA therefore is desirous, in the discharge of its responsibilities assigned by law, to certify all such lights, so as to assure their continued operation in marking the aeronautical hazard on which they are installed. To accomplish this, the owning agency of a radio tower on which such a lighting facility has been placed, is furnished by the CAA with forms ACA 114 which is an application for a certification of a "true" aeronautical light. This application, when submitted to the regional office involved, is duly processed to the Washington office, which then takes the necessary action leading to the issuance of a certificate granting the owner lawful authority to operate a "true light."

In this regard, the CAA also furnishes the constructing agency with forms ACA 117 which should be completed and forwarded to the respective regional office involved, so that the CAA will be made aware of the construction and all airmen may be advised of the existence of the structure, at such time that it is completed. This information is also used to mark the location of the tower on aeronautical charts which are used by pilots.

The CAA is a federal agency and as such, is charged with the responsibility for providing a public service. It was established primarily to foster and encourage civil aviation and to provide for the advancement of safety in air travel. You can be assured that your problem will receive the most careful consideration and that equitable and logical decisions will be rendered in each case.

When in doubt as to the procedure to be followed, contact the Civil Aeronautics Regional Administrator nearest you, and let him help you with your problem. You will find him cooperative and he will assign personnel on his staff to review your case and furnish you with whatever assistance may be necessary.

The addresses of the CAA regional offices in the United States are here listed for your information:

Civil Aeronautics Administration
Federal Bldg.
New York International Airport
Jamaica, N. Y.

Civil Aeronautics Administration
84 Marietta St., N. W.
Atlanta 3, Ga.

Civil Aeronautics Administration
Chicago-International Airport
Park Ridge, Ill.

Civil Aeronautics Administration
P. O. Box 1689
Fort Worth, Tex.

Civil Aeronautics Administration
9th Floor, City Hall Bldg.
Kansas City 6, Mo.

Civil Aeronautics Administration
5651 W. Manchester Ave.
Los Angeles

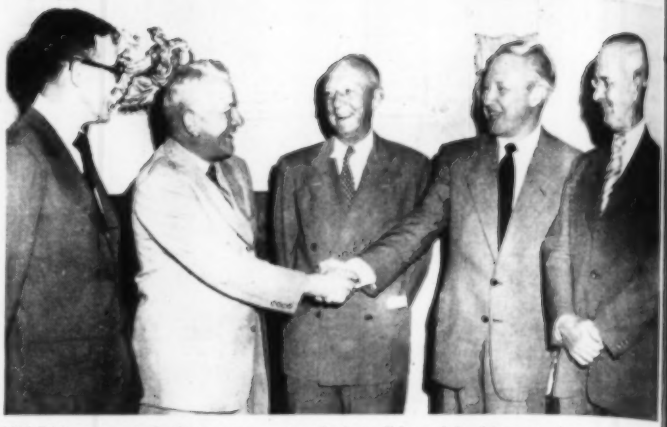
Civil Aeronautics Administration
P. O. Box 3224
Seattle 14, Wash.

Population up 30% in ten years and increasing daily! News—Special events—Music Programming guarantee impact . . . Peak Listener Ratings . . . For our side of the picture call MTWN 4-5700.

WMTR
NOW 1000 WATTS
MORRISTOWN, N. J.

Frank Graham

FUNERAL services for Frank Graham, 35, Hollywood announcer-actor and program packager, were held last Tuesday in Los Angeles. Mr. Graham was found dead in his automobile Sept. 2, apparently a victim of carbon monoxide poisoning. Star of the weekly Jeff Regan program on CBS Pacific stations, he was set to handle commercials on CBS' *Our Miss Brooks* which resumed Sept. 3 under Colgate-Palmolive-Peet sponsorship. Surviving are his parents, Mr. and Mrs. Frank L. Graham of San Francisco, a sister and a brother.

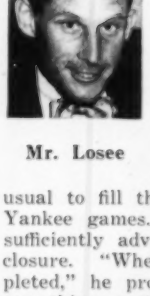


WARM congratulations were extended to Edward L. Norton, (second l) radio executive, when he was sworn in Sept. 1 to board of governors of Federal Reserve System. Among those present were (l to r): Joseph H. Ream, CBS executive vice president; Mr. Norton; Supreme Court Justice Hugo L. Black, who presided over swearing-in ceremonies; CBS President Frank Stanton; and Secretary of Commerce Charles Sawyer, president, Great Trails Broadcasting Corp. (WING Dayton, Ohio) and Voice of Springfield Inc. (WIZE Springfield). Mr. Norton, who began a 14-year term [BROADCASTING, Sept. 4], is board chairman of Voice of Alabama (WAPI WAFM (FM) WAFM-TV Birmingham) and Florida Broadcasting Co. (WMBR-AM-TV-FM Jacksonville). Other high-ranking cabinet and Capitol Hill representatives attended the ceremonies and a buffet luncheon, held at the Federal Reserve Bldg.

WINS' FUTURE

Losee Takes Over Reins

WILMOT H. LOSEE assumed general management of WINS New York last week, [BROADCASTING, Sept. 4] confident that the station will "continue to go up in the world." He plans no immediate change in station routine and programming, however, "unless," he said with a laugh, "when someone can suggest a better format for a profitable operation."



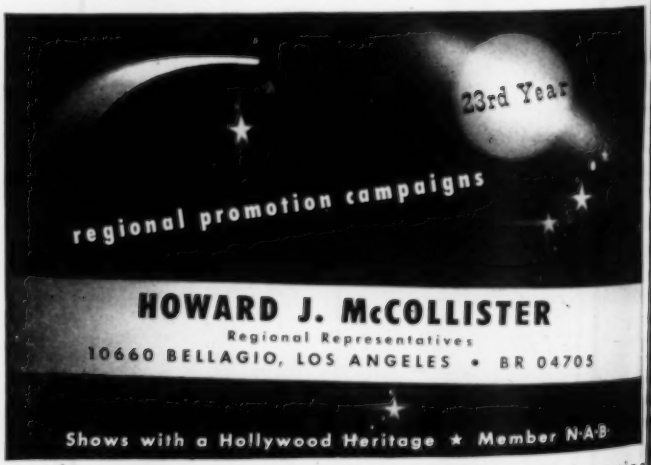
Mr. Losee

Plans are being made, he admitted, for something rather unusual to fill the gap left by the Yankee games. But they aren't sufficiently advanced yet for disclosure. "When plans are completed," he promises, "it will be something up to a Crosley operation standard."

Bartlett a Hero

TOMMY BARTLETT, emcee of NBC's *Welcome Travelers*, was a Labor Day hero when he landed his amphibian plane on Lake Michigan twice to rescue four persons stranded near Lake Calumet, 17 miles from Chicago. Mr. Bartlett first took one of the four, an expectant mother, to safety, then returned for the others. Meanwhile he radioed Chicago's Midway Airport for an ambulance to meet the plane on arrival at Chicago's lakefront landing strip. The *Welcome Travelers* star had three passengers with him when the rescues were made.

WNYC-AM-FM New York municipally-owned non-commercial stations, broadcast for 12,153 hours during 1949, stations report.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N.A.B.

programs promotion premiums

AIR-DITORIALS' ● ● ●

WHYU Newport News, Va., *Air-ditorials*, spots. Station utilizes its right to editorialize on subjects of local interest, such as city's relation to Norfolk. Spots are simple and pithy and, station believes, do service to both community and station as institutional-type promotion.

STRAIGHT NEWS ● ● ●

KGBS Miami, Fla., features outdoor painted billboards on main thoroughfares, promoting Fort Industry outlet's campaign on news. Theme, "Get it straight from KGBS," used on newscasts and announcements.

COLLEGE FOOTBALL ● ● ●

KVOR Colorado Springs, Col., to carry all games of Colorado College, same city, football schedule. Broadcasts sponsored by local bandbar firms of Colorado Springs with kick-off with C.C. meeting U. of Nebraska Sept. 16.

'SILLY WILLY' ● ● ●

WFIL Philadelphia summarized its public service activities, including "Silly Willy" traffic safety campaign, in six-page, two-color booklet "Philadelphia's Most Decorated Traffic Cop," prepared by The Katz Agency Inc., N. Y. Booklet sent to trade.

DISASTER COVERAGE ● ● ●

KSFO San Francisco special event news scored clear radio beat on disaster in S. F. Bay between hospital ship *Benevolence* and *Mary Luckenbach*. Moments after crash KSFO manager of news and special events, Vic Reed, and his team were on waterfront airing interviews with officers and survivors of collision. Team accompanied Board of Inquiry on Coast Guard cutter to sunken hospital ship for additional direct broadcasts. Recorded reports aired over ABC on Sunday in *This Week Around the World*, *News of Tomorrow* programs, and MBC Pacific network via Bob Jarred's news reports.

GRAPHIC REPORT ● ● ●

WEEI Boston sending trade folder showing graphs and reports on listenership. Cover resembles graph paper, with inside charts based on those surveys.

KOLT WINS ● ● ●

KOLT Scotts Bluff, Neb., won third prize with float depicting white horse, station's symbol, when city celebrated 50th anniversary. Float also plugged KOLT's 20 years of service.

'SAY BONDS' ● ● ●

WKAP Allentown, Pa., took part in parade commemorating Old Home Week. Station carried float using theme, "Don't Hoard—Buy Bonds," which it also plugged on air. Slogans told people, "We Believe in Hoarding—U. S. Savings Bonds," and "Savings Bonds are Becoming Scarce, Time to Hoard Them." Riding float were Disc Jockey Tom Earley and Joline Huber, office secretary.

★ ★ ★ ★ ★ ★ ★ ★

TICKET GIVEAWAY

WEOK Poughkeepsie, N. Y., is giving away six orchestra seats to any New York Broadway show—or combination of shows—to writer of best statement telling why "advertiser should use radio to reach the 500,000 potential listeners in the rich Mid-Hudson valley area." Mailing shows fallacy in thinking market can be covered "from without." Closing date for entries is Sept. 15 and winner will be announced Oct. 2 by mail to all those submitting entries.

★ ★ ★ ★ ★ ★ ★ ★

REPRINT SHEET ● ● ●

WFOB (FM) Fostoria, Ohio, sends trade postcard pointing out that air is essential to existence, so airing of advertising messages is sensible and logical. Telephone number and call letters conclude card. With it is sent single sheet on which appear reprints of stories concerning station in newspapers and BROADCASTING, along with letters commending station's service.

SHOW TESTS ● ● ●

CFCF Montreal, *1, 2, 3 Testing*, Sun. evening. Devoted to new program ideas designed to stimulate reaction from listening audience. Quarter-hour period, conducted by Manager Gordon Keeble, draws audience reaction to decide fate of programs tried in series.

WSJS WINNER ● ● ●

WSJS Winston-Salem, N. C., sponsored contestant who will represent Winston-Salem Cardinals for title, "Miss Carolina League of 1950." Contest to pick baseball queen was sponsored by Winston-Salem Junior Chamber of Commerce.

LISTENING PRISONERS ● ●

WGBF Evansville, Ind., and affiliate WMLL (FM) arranged with County Sheriff Frank McDonald to air programs for prisoners in Vanderburgh County Jail. FM outlet, by arrangement with subsidiary Commercial Music Inc., will send music over FM sets installed in cells. Prisoners also will hear daily messages by evangelist on WGBF.

AFA HIGHLIGHTS ● ● ●

ADVERTISING Federation of America offers book of speeches presented at federation's 46th annual convention. Contained in 32-pages are addresses by Charles Luckman, Fairfax M. Cone, Walter Weir and other advertising notables. Price is 50 cents per copy.

'EAGLE' SPEAKS ● ● ●

WPEN Philadelphia, *Eagles' Nest*, Mon.-Sat., 6:45 p.m., with advent of 1950 Philadelphia Eagles play-by-play broadcasts. Emceed by Eagles' Halfback Bosh Pritchard, show features interviews with football personalities, stories of game, recaps and previews. Sponsored by C. Schmidt & Sons Inc., brewers. Agency: Al Paul Lefton, Phila.

HANDY HANDLE ● ● ●

WIBW Topeka, Kans., releases to trade brochure stressing outlet's sales magic, coverage, cost per sale. Attached is plastic handigrip for carrying parcels, tying in with advice to advertisers, "to carry your sales message to Kansas people more profitably, hire WIBW."

DISPERSAL PLANS
Government Funds Sought

PLANS for the potential dispersal of key government agencies to outlying communities, in accordance with a long-range proposal advocated by President Truman, were pending before the Senate Appropriations Committee last week. Agencies were not identified, but authorities felt that they probably would consist of those primarily in the defense or "key" category, such as the State Dept. and Atomic Energy Commission.

In pressing Congress for $139,800,000 the President said the proposed program "would initiate a long-range plan to insure the continuity of essential functions of the goverment in the event of emergency." Sites would be located within commuting distance of Washington. A system of communications facilities interconnecting the agencies also is planned.

The decentralization proposal resulted from a joint study by the National Security Resources Board, General Services Administration, and other departments and agencies.

Sen. Brien McMahon (D-Conn.), in a statement Aug. 31, said destruction or even temporary immobilization of military or civil defense agencies and others would be a "grave setback."

RADIO'S No. 1 FOOTBALL SHOW

"THE RED GRANGE FOOTBALL SHOW"

WITH THAT ALL-TIME ALL-AMERICAN

"RED" GRANGE

• PREDICTIONS
• HEADLINE NEWS
• FEATURE STORIES
• BIG NAME GUESTS

15 minutes once a week for 13 weeks during football season, beginning week of Sept. 17 and carrying through week of Dec. 10. Recorded weekly following big games and expressed for Thursday or Friday broadcasting.

"LET RED GRANGE CARRY THE BALL FOR YOU"

WRITE . . . WIRE . . . PHONE

For Prices and Information

GREEN ASSOCIATES

PHONE—CEntral 6-5593

360 N. MICHIGAN BLVD. • • CHICAGO 1, ILLINOIS

'CO-OP' ADS

WWYO Opposes End

ERLE C. HOWERY, manager of WWYO Pineville, W. Va., has announced that he has sent letters to every station manager in the state appealing for a concerted and united effort to forestall cancellation of "co-op" advertising.

Mr. Howery said his move was made after talking with sources close to national manufacturers and advertisers in New York. "We are informed," he said, "that many of these manufacturers and their distributors are contemplating a complete cancellation of all 50-50 co-op advertising."

No Real Shortages

Declaring that at worst, 90% of the war-scare buying "shortage" is not a permanent situation, Mr. Howery asserted there is no real shortage and it's still smart to advertise cooperatively. "At WWYO, we don't talk shortage," he went on. "Every retailer we have talked with wants co-op advertising to continue. The retailer is on the scene and he knows what the situation is locally. He spends just as much co-op money as the manufacturers and he still sees the good sense of continued advertising along these lines."

KXOK St. Louis presented award of merit from U. S. Treasury for participation in Savings Bonds "Independence Drive."

THE LONG ISLAND STORY

WHLI

reaches more homes in Nassau County 6 or 7 days a week than any other New York or Long Island Independent Station*

* B M B Study # 2

●

Nassau County is a $602,218,000.00 retail market!*

*Standard Rate & Data's 1950-51 Consumer Markets.

Represented by RAMBEAU

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS L GODOFSKY *President*

allied arts

ARTHUR W. RHINOW, public relations director Federal Telephone & Radio Corp., to business manager Protestant Radio Commission, representing 16 major denominations, eight inter-denominational agencies in radio-TV fields.

CASTING CONSULTANTS, TV, radio and motion-picture casting office, formed by former CBS staff members, ELEANOR KILGALLEN and MONIQUE JAMES, casting director and assistant casting director respectively. Office opens Oct. 2 on 24-hour-per-day, 7 day-per-week basis at 595 Madison Ave., N. Y.

ROBERT ARKIN, Decca Records Inc., to manager music operators department Columbia Records. NATT HALE to popular record specialist for Middle West, working from firm's Chicago offices.

WALTER S. BATES, WHLI Hempstead, L. I., to Associated Program Service, N. Y., as account executive in station relations department heading sales operations in Arkansas, Iowa, Kansas, Louisiana, Missouri, Nebraska, Oklahoma, Tennessee and Texas.

C. O. LANGLOIS Sr., president Lang-Worth Feature Programs Inc., elected to board of directors of Bruce Eells & Assoc. Move follows inauguration of Eells' Tape Broadcasting System Inc.

WWRL New York reappoints Walter Kaner Assoc., same city, to handle 1951 promotion.

CHARLES B. BROWN, head of Masterson, Reddy & Nelson, N. Y. office, radio and TV packagers, to director of TV sales for Crosby Enterprises, Hollywood, effective Sept. 15. Was director of advertising for RCA Victor. Plans for production new dramatic series are being readied by firm, as well as production of *The Fireside Series*, being prepared for local sponsorship.

RICHARD J. GOGGIN, senior TV director, ABC Los Angeles, on leave of absence to complete book on video techniques, Sept. 12 starts weekly U. of California Extension course in TV programming and station operations at network's studios.

DICK GERIG, graduate Pasadena Institute for Radio, Hollywood, to Bible Institute School for Music, Fort Wayne, Ind., as instructor in radio and music.

U. S. DEPT. of Agriculture issues series of spot announcements contributed by HOPALONG CASSIDY in line with nationwide Cooperative Forest Fire Prevention Campaign.

Equipment . . .

HAROLD R. TERHUNE, RCA Victor for past six years as head of electrical components standardization, to Mycalex Tube Socket Corp., N. Y., as vice president and head of standards department for firm and affiliated Mycalex Corp. of America.

JAMES J. HAGAN, personnel director Weston Electrical Instrument Corp. (measuring instruments), Newark, N. J., to assistant plant manager.

L. E. RECORD, supervisor engineering development, testing laboratories General Electric cathode ray tube division, to division engineer. G. F. CALLAHAN, division engineer, to staff assistant to K. C. DeWalt, division manager.

BENJAMIN OLNEY, director research Stromberg-Carlson Co., Rochester, N. Y., since 1937, retires. Expects to continue as consulting acoustical engineer for noise reduction and acoustical building design.

AMPLIFIER Corp. of America introtroduces Magnemaster Consolette, popular-priced tape recorder designed for professional and broadcast use. Latest addition to Twin-Trax recorder series.

NOCTURNE PRODUCTIONS, Hawthorne, N. J., syndicated transcription service operators, announce entry into "Music While You Work" field with hi-fi tape recordings music designed for FM and general wired outlets.

WESTINGHOUSE ELECTRIC Corp. announces plans to build new TV plant at Metuchen, N. J., to nearly triple firm's TV manufacturing capacity.

RADIO SHACK Corp., Boston, publishes 1951 catalog of electronic parts, complete equipment and kits. Distributed free upon request, 172 pages. Address: 167 Washington St., Boston, 8.

MARK SIMPSON Mfg. Co., Long Island City, N. Y., through Edward Hamburger Adv. Co., N. Y., announces new line of economy sound equipment in catalog No. E-351. Includes individual amplifiers and sound systems from 8 w to 52 w for fixed, portable and mobile installations. Copies available by writing firm at 32-28 49th St., Long Island City 3.

G. S. MARSHALL Co., Pasadena, Calif., distributors of electronic components, moves to 365 S. Fair Oaks Ave. JACK HACHTEN to sales staff covering Southern California and New Mexico territory.

CAPEHART-FARNSWORTH Corp., Ft. Wayne, Ind., division International Telephone & Telegraph Corp., introduces two movies on TV salesmanship and TV installation, primarily for Capehart distributor and dealer use.

ALTEC LANSING Corp. through *Graybar Electric Co.* distributes 1400 series of six amplifiers: 1410A preamplifier, 35 w A-1420A power amplifier, 75 w A-1430A power amplifier, A-1440A line amplifier, 1450A apparatus unit and 30A power supply.

Technical . . .

FRED OSGOOD to technical supervisor WBZ-TV Boston, succeeding SIDNEY V. STADIG, recalled to active Navy duty. ELLIS H. CROSSMAN to transmitter supervisor WBZ, replacing Mr. Osgood.

WILLIAM A. WEATHERS, technical director WBAP-TV Fort Worth, resigns to enroll at Kansas City College of Osteopathy and Surgery.

ALLEN B. DuMONT LABS announces new DuMont Series T3A Inputuner for reception of FM and TV channels, designed for ready replacement of switch-type TV tuners. Available to jobbers and set manufacturers from Electronics Parts Div. of Labs, 35 Market St., East Paterson, N. J.

WJON OPENING

Scheduled for Sept. 10

WJON St. Cloud, Minn., owned and operated by the Granite State Broadcasting Co., was scheduled to go on the air yesterday (Sept. 10).

W. C. Porsow, former commercial manager at WHBY Appleton, Wis., is station manager. Other staff members are from Appleton, St. Cloud and Marshall, Minn., it was announced. WJON is assigned 250 w on 1240 kc. Bulmer & Johnson, Minneapolis, has been appointed as representative.

Lobby Hearing Dropped

HEARINGS on a proposal to exempt radio from the Lobby Registration Act and place it in the same category as newspapers will not be held by the House Committee on Lobbying, Chairman Frank Buchanan group (D-Pa.) said Sept. 1. Instead, Rep. Buchanan's group plans to recommend that the House Judiciary Committee consider the matter. Group investigating lobbying activities had considered calling NAB President Justin Miller and other industry officials before the committee for their viewpoint on exemption proposal.

COW BELLS RING...

symbol of WLS entertainment

(see inside front cover)

WLS CHICAGO

open mike

Valuable' Volume

EDITOR, BROADCASTING:

Your Marketbook arrived while I was home on vacation and although I should have been really enthusiastic and dug right into it while holding a fishing rod in one hand, I left it completely closed until I returned to the office.

It is a volume of valuable information and we are using all of the figures in it.

Linnea Nelson
J. Walter Thompson Co.
New York

* * *

Lites RTDG Stand

EDITOR, BROADCASTING:

I . . . protest strongly and vigorously the implication . . . in your editorial "Officer of the Air" . . [BROADCASTING, Aug. 28].

I am . . . concerned about your assumption that the Radio and Television Directors Guild has the same attitude toward the Korean situation as the Radio Writers Guild. Not only is the assumption incorrect but the Radio and Television Directors Guild has taken steps in direct contrast to this assumption.

May I . . . set the record straight? The following telegram was sent to W. Stuart Symington, chairman of the National Security Resources Board, on July 11, 1950:

On behalf of the Radio and Television Directors Guild, A.F.L., I should like to offer our assistance to you in whatever way is of most value. Please feel free to call on me for any assistance you may desire.

This telegram was acknowledged by his office on July 12, 1950.

The National Board of the Radio and Television Directors Guild at its annual meeting Aug. 26-27, 1950, in New York, passed unanimously the following resolution:

The RTDG is an important force in the nation's pattern of communication. It has a long and active record of support of our government and its responsible agencies in times of national emergency. It is unalterably opposed to communism and any other form of totalitarianism. Accordingly, in the present national crisis, it is resolved that we offer the services of the RTDG to The National Security Resources Board, Department of Defense, The President's Committee on Religion and Welfare in the Armed Forces, the National Psychological Strategy Board, and to the recently organized all-inclusive broadcasting industry defense council.

Newman H. Burnett
National Executive Director
Radio and Television Directors Guild
New York

[EDITOR'S NOTE: In connection with Mr. Burnett's letter, interested readers are directed to the RTDG board resolution story published Sept. 4, page 72, which went to press before his letter was received. This resolution offers services of RTDG in the present crisis.]

* * *

'An Outstanding Job'

EDITOR, BROADCASTING:

Perhaps as an alumnus of BROADCASTING I may be somewhat prejudiced, but I do sincerely believe that you and your staff are doing an outstanding job not only in covering the news of the radio-television industry but in presenting and defending its points of view. More power to you.

James D. Secrest
General Manager
Radio-Television Mfrs. Assn.
Washington

* * *

'Obsolete' Is Good

EDITOR, BROADCASTING:

So the radio set manufacturers are "concerned"! What about the FM station owners?

. . . A gentleman from the East . . . told us of a slogan being used by an eastern station, "If your radio does NOT have FM, it's only half a radio,". . . we have used this ever since!

It is to be regretted that the local dealers are unable to procure an adequate stock of either AM-FM combinations or the FM receiver. We know we have a good listening audience to our FM station, but we want more! Only by the close cooperation between the manufacturer and the dealer, can this be brought about. We are doing our part, by promoting our FM stations via our AM station. The slogan we have been and are still using, has done more than we ever dreamed of! The word OBSOLETE is GOOD!

George Roy Clough
President
KLUF Galveston, Tex.

[EDITOR'S NOTE: A Closed Circuit to which Mr. Clough refers was published Aug. 28 and said: "Signs of concern noted among setmakers over threat of FM operators to start campaign branding non-FM receivers obsolete. Board of Radio Television Mfrs. to discuss subject at mid-September meeting."]

* * *

'Plenty of Courage'

EDITOR, BROADCASTING:

. . . I happen to be completely without sight, and have had three years of experience in the field of radio announcing. . . .

I have written to the various radio stations throughout the country, but with very poor results. Some of them seem to think that blind and handicapped people can't do this type of work. But let me assure you that it can be done if people are given an equal opportunity. . . .

Many stations have expressed their doubts as to blind people working in radio. Some have even tried to paint a very discouraging picture. But . . . I have plenty of courage and determination and will not give up. . . .

Edgar Gooch
Hotel Somerset
150 West 27th St.
New York

* * *

Gillin & Free Radio

EDITOR, BROADCASTING:

The late and beloved John Gillin was a fighter, for many years, for what he termed, "The Free American System of Radio."

Before his untimely death, John had discussed with Bill Ryan, and others at NAB, a proposal that Statue of Liberty replicas be made available to radio stations.

John envisioned statues of the Great Lady in the reception rooms of all American stations. He also felt it would be a wonderful project if statues of some size could be established in communities all over the nation, particularly on the lawns of radio stations, or in public parks.

"Each of these statues, with the proper inscription, would serve to impress on the public that American radio is free and that the public should help keep it that way," Johnny said, shortly before he died.

The purpose of this letter is to see if there is enough interest in the industry to warrant asking NAB to make this an official project.

I would appreciate hearing your reactions.

Bill Wiseman
Promotion Manager
WOW Omaha, Neb.

* * *

Urges Self-Promotion

EDITOR, BROADCASTING:

. . . It is generally accepted that radio's greatest competitor is the newspaper. We in radio also feel that radio is the better means of informing the people quicker and in many cases more accurately. Despite this fact, radio spends more time publicizing newspapers than it does its own medium. On the network shows you hear constantly that newspapers are doing great jobs in exposing crime rings. Not only that, radio dramatizes the feats of newspaper reporters. Does radio ever dramatize radio's great role in presenting news and campaigning for better civic government? . . .

. . . I don't think you'll find many cases across the country where a newspaper gives radio much free space praising the station's work. . . .

. . . Let's start a clean-up campaign and start giving our hard working radio newsmen a break on the nets. . . .

Ralph D. Willey
Program Director
KWCR Cedar Rapids, Iowa

Gates has it
IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

WGL JOINS ABC

Becomes Affiliate Oct. 15

WGL Ft. Wayne, Ind., joins ABC Oct. 15 as a basic supplementary affiliate. WOWO, present Ft. Wayne ABC affiliate, joins NBC on the same date [BROADCASTING, Sept. 4].

In announcing the new ABC contract, Capt. Pierre Boucheron, general manager of WGL, said acquisition of the new network will make it possible for WGL to build local shows and cover local events under a more flexible programming schedule to fit in with the station's policy of better serving the local community and local merchants. These network programs will be supplemented by additional local and national news broadcasts to be programmed during all important portions of the day and night, Capt. Boucheron added.

IRE UHF Papers

UHF applications and techniques will highlight discussions at the Institute of Radio Engineers' second annual Regional Papers Conference, to be held in Kansas City, Mo., Nov. 3-4 under auspices of the IRE Kansas City Section. Five sessions covering transmitters, receivers, antennas, television and test equipment are slated for the two-day meet at the President Hotel. J. H. Van Horne is chairman of the conference committee.

Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

SINGLE AND DOUBLE OBSTRUCTION LIGHTS

Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.

OTHER H & P PRODUCTS:
300MM Code Beacons • Mercury Flashers
Photo-Electric Controls • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY
Immediate Shipment Out of Stock
WRITE OR WIRE FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. La Cienega Blvd.
Los Angeles 48, Calif.
60 E. 42nd St. New York 17, N. Y.

FCC actions

AUGUST 31 TO SEPTEMBER 7

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

August 31 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Following were granted renewal of licenses for regular period: WKPA New Kensington, Pa.; WHAY New Britain, Conn.; WAAT and aux. Newark, N. J.; WMRO Aurora, Ill.; WWSW Pittsburgh, Pa.; KOJM Havre, Mont.; WCSI-FM Columbus, Ind.; WSRS-FM Cleveland Heights, Ohio; WHKW Madison, Wis.; KVOE-FM Santa Ana, Calif.; WEED-FM Rocky Mount, N. C.; KURV-FM Edinburg, Tex.; KVRE Merced, Calif.; WENE-FM Endicott, N. Y.; WFOB-FM Fostoria, Ohio; WKBR-FM Manchester, N. H.; WLBR-FM Lebanon, Pa.; WMLN Mount Clemens, Mich.; WOTW-FM Nashua, N. H.; KALW San Francisco; KCVN Stockton, Calif.; KSUI Iowa City, Ia.; KTOY Tacoma, Wash.; KUSC Los Angeles; KWGS Tulsa, Okla.; WBEZ Chicago; WBKY Lexington, Ky.; WEVE Troy, N. Y.; WHRM Madison, Wis.; WIUC Urbana, Ill.; WKAR-FM E. Lansing, Mich.; WLSU Baton Rouge, La.; WNYE Brooklyn; WNAD Norman, Okla.; WOI-FM Ames, Iowa; WPTL Providence; WTDS Toledo; WTHS Miami, Fla.; WUOM Ann Arbor, Mich.; KOLO Reno; KRAM Las Vegas, Nev.; WPRP and aux., Ponce, P. R.; KWDM Des Moines; WCNX Middletown, Conn.; WORA Mayaguez, P. R.; KXOC Chico, Calif.; WARC Rochester, N. Y.; WBCK Battle Creek, Mich.; WHAK Rogers City, Mich.; WAVL Apollo, Pa.; WFNS Burlington, N. C.; WKVA Lewiston, Pa.; WHED Washington, N. C.; KAKC Tulsa; KELP El Paso; KMA Shenandoah; KROW Oakland, Calif.; WCEN Mt. Pleasant, Mich.; WGL Fort Wayne, Ind.; WGOV Valdosta, Ga.; WPAT Paterson, N. J.; WSPA Spartanburg, S. C.; KNAF Fredericksburg, Tex.; WSKB McComb, Miss..

Following granted temporary extensions to Dec. 1, 1950: WDEL Wilmington, Del.; WFMD Frederick, Md.; WJAR and aux., Providence, R. I.; WJRI Lenoir, N. C.; WNEL San Juan; WPDQ Jacksonville; WSBT South Bend; KELK Elko, Nev.; KREI-FM Farmington, Mo.; KVWC-FM Vernon, Tex.; WAJL Flint, Mich.; WDUN-FM Gainesville, Ga.; WLEY Elwood Park, Ill.; WMCK-FM McKeesport, Pa.; WXNJ-FM Plainfield, N. J.; WKAX Birmingham, Ala..

Licenses for following stations were further extended on temporary basis to Dec. 1: KOB and TV Relay Station KA-3427, Albuquerque; WCOC Meridian, Miss.; KMNS San Luis Obispo, Calif.; KFDW Helena, Mont.; WGLS Decatur, Ga.; WXGI Richmond, Va.; KSEL Lubbock, Texas; KPHO Phoenix; WOXF Oxford, N. C.; KFWB Los Angeles; WGY & aux. Schenectady; KVOB Alexandria, La.; KBYR Anchorage; WNDB Daytona Beach; KVEC San Luis Obispo, Calif.; KPIX-TV and KA-2086 San Francisco; WILA-FM Woodstock, Ill.; WWDC-FM Washington, D. C.; WTAR-FM Norfolk, Va.; WFMN-FM Alpine, N. J.; KPMO Pomona, Calif.; WGAR & aux. Cleveland; KMPC Los Angeles; WJR & aux. Detroit; WTUX Wilmington, Del.; WBAL & aux. Baltimore; KEYY Pocatello, Idaho; WSNY Schenectady; KHOZ Harrison, Ark.; KXLR No. Little Rock; KWAK Stuttgart, Ark.; KWEM West Memphis, Ark.; WINK Fort Myers, Fla.; KSET El Paso; KSVC Richfield, Utah; WJVA South Bend; KICK Springfield, Mo.

WINX Washington, D. C.—Licenses for synchronous amplifiers were further extended on temp. basis to Dec. 1.

Licenses for following were further extended on temp. basis to Dec. 1: (NBC stations; KNBC San Francisco; KOA Denver; WMAQ Chicago; WNBC New York; WRC Washington, D. C.; WNBC-FM New York; WRC-FM Washington, D. C.; WNBT & aux. New York; WNBW (TV) Washington, D. C.; (Exp. TV stations); KA-4832 Area, Los Angeles; KA-4833-34 Area, Washington, D. C.; KA-4835 Area, Chicgo; KA-4836 to KA-4838 Area, New York, N. Y.; KA-4839 KA-4840 Area, Cleveland; KA-2104 Area, New York, N. Y.; KA-3372 Area, Los Angeles; (Dev. Stations); KE2XCW KE2XCX New York, N. Y.; (ABC stations); WENR Chicago; KGO San Francisco; WJZ & aux. New York, N. Y.; WENR-TV Chicago; (Exp. TV stations), KA-4180 KA-4440 Area, Los Angeles; KA-4441 Area, San Francisco; KA-4442 KA-4443 Area, Chicago; KA-4444 KA-4445 Area, New York, N. Y.; WXYZ-TV Detroit; (Exp. TV stations), KA-4865 KA-3136 Area, Detroit, (Westinghouse stations); KDKA-FM Pittsburgh; KYW-FM Philadelphia; WBZ-FM Boston; WBZA-FM Springfield, Mass.; WOWO-FM Ft. Wayne, Ind.; (Exp. TV station), KA-4858 Boston; (General Electric stations); WRGB Schenectady; (Exp. TV stations), KA-2106-2107, Schenectady; (Dev. station), KE2XCV Syracuse; (Allen B. DuMont Labs. stations), WABD New York; (Exp. TV stations), KCA-61 KE2XDR KA-3431 KA-3432 KE2XDN New York; KA-3433 KA-3434 Area, Washington, D. C.; KE2XDQ Passaic, N. J.; KA-4448 Pittsburgh, Pa.; (Balaban & Katz stations), WBKB Chicago; (Exp. TV stations), KA-3428 KA-3429 Chicago; (Paramount stations), KA-3436 KM2XBB KA-4841 KA-4842, Los Angeles.

KOB Albuquerque, N. M.—Granted extension of time to Dec. 1 within which to comply with Sec. 3.109 of Commission's rules.

WNDR-FM Syracuse, N. Y.—Granted temporary extension of license to Oct. 1.

Hearing Designated

WFTC Kinston, N. C.—Designated for hearing in consolidated proceeding with application of WELS to be held at Washington on Sept. 19, application of WFTC to change facilities from 1230 kc 250 w unl. time to 960 kc 1 kw unl. DA-N.

Extension Granted

KSTV Stephenville, Tex.—Granted extension of authority to remain silent to Sept. 20.

KOB Albuquerque, N. M.—Granted extension of SSA to Dec. 1, 1950, on 770 kc with 25 kw-50 kw-LS, unl. contingent upon final decision of hearing on application for regular license of station KOB on frequency 770 kc.

KFAR Fairbanks, Alaska—Granted 30 day extension of SSA on 660 kc with 10 kw, unl. pending action on application.

Request Granted

KPMO Pomona, Calif.—Granted in part request of Dean H. Wickstrom, one of the members of applicant partnership of KPMO, and continued without date oral argument now scheduled for Sept. 15, in re application for renewal and consent to assignment of license of KPMO.

August 31 Applications . . .

ACCEPTED FOR FILING

Extension of Authority

Burns Avenue Baptist Church, Detroit, Mich.—Extension of authority to transmit programs from Burns Avenue Baptist Church to CKLW Windsor, Ont., for period beginning Oct. 28, 1950.

License for CP

WERC Erie, Pa.—License for CP change frequency, increase power etc.

Modification of License

WOKY Milwaukee, Wis.—Mod. license to change name from WEXT Inc. to Bartell Bestrs. Inc.

Modification of CP

Mod. CP new FM station for extension of completion date: WDAK-FM Columbus, Ga.; WFSS Coram, L. I., N. Y.

WFMY Greensboro, N. C.—Mod. CP for changes in FM station.

License for CP

KVTT Dallas, Tex.—License for CP new noncommercial educational FM station.

APPLICATION RETURNED

KCHE El Reno, Okla.—RETURNED Aug. 28 request for assignment of license from KCHE Inc. to Leroy and Dorothy Bremmer.

APPLICATION DISMISSED

AM—1480 kc

WBBL Richmond, Va.—DISMISSED CP to change from 1450 kc 250 w unl. to 1480 kc 5 kw unl. DA-2.

September 1 Applications . . .

ACCEPTED FOR FILING

Glacus G. Merrill, Ironton, Ohio—CP new AM station on 1230 kc 250 w unl. AMENDED to request change of studio and trans. location to Park Ave., Ironton, Ohio.

License Renewal

Request for license renewal AM station: WATL Atlanta, Ga.; KIDO Boise, Ida.; WGES Chicago, Ill.; WGEM Quincy, Ill.; KANS Wichita, Kan.; KWK St. Louis, Mo.; KSWD Brownwood, Tex.

Modification of CP

Mod. CP new FM station for exten-

(Continued on page 91)

KBRO Bremerton, Wash. USES Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.

WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo

CONSULTING RADIO ENGINEERS

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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for 250 watt MBS affiliate in southern Ohio. Must be strong on programming that sells and cost control. Excellent opportunity. State salary, age, qualifications. Box 258G, BROADCASTING.

Commercial manager, only station (CBS) excellent market. Salary and commission. Rush photo, details. WDAD, Indiana, Penna.

Salesmen

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Attention salesmen—Above average sales position open on staff of northern Ohio network station for aggressive, experienced man. Good salary plus bonus arrangement. Send all details including photograph in first letter. Box 235G, BROADCASTING.

Wanted: Experienced radio time salesman or saleswoman with vision and ambition. Wonderful opportunity for the right person. Drawing account against 15% commission. Photograph must accompany application. Radio Station KPHO, Phoenix, Arizona.

Salesman, in midwest market, must have experience in competitive sales. Top salary and commission paid. Write to KRIB, Mason City, Iowa.

Wanted immediately, energetic salesman with experience looking for permanent connection who has good program ideas as well as sales ability. Send qualifications, photo, references, salary requirements, etc. Radio Station KWOS, Jefferson City, Missouri.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Need aggressive personality type announcer immediately, all-round announcing duties. Send disc, photo and first letter with complete background information. Box 283G, BROADCASTING.

Experienced combination man, good salary, immediate employment. Box 312G, BROADCASTING.

Reliable, some experience. Music, news ad-lib. Alert voice. Console helpful, not essential. 1 kilo Michigan. Send disc, full details. Box 325G, BROADCASTING.

Combination announcer and engineer. 1st class ticket. Must be experienced announcer. 2 position open immediately; 1 position to be filled by experienced sportscaster. 40 hour week. Starting salary $260 per month. Car necessary. Station well established and growing. Applicant will be hired only by personal interview. Send audition disc and photo with first letter. Box 327G, BROADCASTING.

Experienced announcer-engineer needed by southern Minnesota station. Must be good announcer. Must have car. Send disc and details. Box 333G, BROADCASTING.

Wanted—Experienced night announcer with first class ticket by progressive North Carolina network station. Top salary for right man. Send qualifications, references, photo and disc. Box 369G, BROADCASTING.

Engineer-announcer, emphasis announcing, news, commercials, sports, send audition. Fulltime, independent. KCOG, Centerville, Iowa.

Help Wanted (Cont'd)

Need announcer, experienced combination announcer-engineer. May lead to chief engineer's position. Send immediately, full information, salary expected in first letter. KISD, Sioux Falls, S. Dakota.

Announcer with ticket. Must be experienced and good. Modern, furnished apartment plus above average pay for right man. No floaters. Tell all in air mail letter and send disc to Carl Dunbar, KSIL, Silver City, New Mexico.

Experienced announcer-engineer to serve as program director for fulltime 250 watt network affiliate. Starting salary $65.00 week. Air mail audition, photo, complete information Ed Anderson, WBBO, Forest City, N. C.

Announcer immediately. Experienced staff man who knows board. Young, livewire with good training. Air mail audition, photo, complete information or appear for audition. WBRM, Marion, N. C.

Announcer. One to two years experience. All-round announcing preferable. Operate board. Position open around September 18. Probably get morning slot. Good, pleasant voice. Send disc, salary requirements, other data. WEPM, Martinsburg, West Virginia.

Announcer, experienced, versatile staff man. MBS 5 kw affiliate. Native southeast preferred. Send disc, photo, references, salary expected with reply. WGOV, Valdosta, Georgia.

Combination announcer-engineer, send complete details or call, ideal working conditions. CBS affiliate. WGWC, Selma, Alabama.

Technical

Opening available in middlewest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience. Send photo first letter. Reply Box 284G, BROADCASTING.

Chief engineer for new 1 kw daytime directional in southern major market. Must have ability to construct and direct entire engineering operation of station. Settled, stable, not afraid of hard work. Give experience, background, age, family status and salary expected first letter. Starting date approximately 30 to 45 days. Box 320G, BROADCASTING.

Immediate opening with 1000 watt independent for combination man with first class ticket. Must be able to announce. Box 340G, BROADCASTING.

Wanted: Transmitter engineer for permanent position with regional station. Salary and full details first letter. Car required. WGAC, Augusta, Georgia.

Production-Programming, others

Program director to take complete charge of department. Requires ability, ideas, hard work. Pay according to what you produce starting at $65.00. Congenial staff, new plant, best working conditions. Send full details first letter. 250 watt, long established, midwest, network affiliate. Box 263G, BROADCASTING.

Wanted immediately, experienced girl to produce, write, air and sell woman's program. Give qualifications and salary expected. Box 310G, BROADCASTING.

Home economics broadcaster needed for large college radio station. Must have college degree, home economics training, writing and radio experience. Box 332G, BROADCASTING.

Program director. Rush disc of news and sports. Send photo all information first letter. WDAD, Indiana, Penna.

Help Wanted (Cont'd)

Tape editor; young, personable. Strong musical and production background preferred over engineering. Call between 9:30-11:00 A.M. Gotham Recording Corporation, 2 West 46 Street, N. Y. C.

Situations Wanted

Managerial

Manager (with investment): Thoroughly experienced manager, definitely sales minded, seeks permanency with investment up to $20,000.00 in established, reputable station. Not attempting to buy a job but interested in nominal salary and profit-sharing where experience, ability and hard work will pay off. Ten years radio management, ten years newspaper before that. Good references. Box 980F, BROADCASTING.

General manager available **September first. 18 years experience all phases. Family man, sober, reliable and a top record of production. Will invest. South only. Box 110G, BROADCASTING.**

Managing director, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

Manager-program manager, radio-television. Thirteen years, excellent background and references. Veteran, married, family, no reserve status. Now employed, wants to locate with station presently operating or interested in television. Box 326G, BROADCASTING.

Manager, available after October first. Extensive background. Bottom to top experience. Now employed as general manager. Know both affiliate and independent operations. References and information upon request. Box 330G, BROADCASTING.

Station manager. 18 years experience programming, public relations, sales. 39 years old. Top radio references. Wife competent traffic and continuity director plus successful commercials women's programs. Interested salary, salary and percentage or percentage in small station in good market. Not afraid of competition. Box 352G, BROADCASTING.

Former commercial manager of 50 kw station going back into radio. Out of radio for two years to be executive in large manufacturing concern. Experience includes four years display advertising with large daily and three years in farm magazine as advertising manager. Solid citizen with small family and top level references. Can change October 1. Box 354G, BROADCASTING.

Sales manager, ($35,000.00 investment) Broad experience in field of radio, desirous of association with business executives who are planning or soon contemplating applying for television station in near future. Time is the essence, once the Federal Communications Commission releases the TV freeze. Would consider management offer in established radio station during interim. Presently employed with brilliant record of achievement in all phases of radio management. Box 355G, BROADCASTING.

Announcers

Major league baseball announcer. All sports. Staff. College graduate. Married. Box 910F, BROADCASTING.

Topflight college basketball, football, AA baseball staff announcer. Excellent recommendations from radio, major league baseball and national advertising execs. Seeking year-round sports and/or staff that pays right. Contact George Taylor, telephone Effingham, Illinois 1098 or Box 179G, BROADCASTING.

Immediately available leading school grad. 1st class phone familiar with turntables and audio consoles. Vet, single, sober, all offers considered. Box 199G, BROADCASTING.

Experienced staff, DJ, 25, 2½ years commercial radio. College BA Degree. Permanent. Will travel. Box 225G, BROADCASTING.

Aggressive sports for sportsminded station. Have built two stations' sports. Three years play-by-play Big Ten football, basketball; class A baseball. Nightly sports completely rewritten, gathered. Have BS, MS in journalism network news and special events experience; newspaper training. 23, single, permanently draft exempt. Ready for football. Top references. Discs available. Box 237G, BROADCASTING.

Situations Wanted (Cont'd)

Staff announcer network owned-operated AM-TV station seeks position other AM-TV or TV station. Single, 26, 4-F, university graduate. Experienced all phases announcing both mediums. Box 245G, BROADCASTING.

Top minor baseball announcer, all sports, staff, college grad, married. Telephone Effingham, Illinois 1098 or Box 180G, BROADCASTING.

Announcer, 15 years experience all phases. Over draft age, married. Will go anywhere. Former NBC staff. All replies answered. Box 268G, BROADCASTING.

Newscaster, announcer. 6 years experience. Prefer midwest. Married. Box 277G, BROADCASTING.

Almost 20 years experience announcer, newscaster, special events man, copywriter, producer. Draft exempt. Have worked on all types stations, 250 watts to 50 kw. Congenial, capable, educated. Neat appearance, rich resonant voice, best references. Available now. Box 300G, BROADCASTING.

Sports announcer, 2½ years experience play-by-play baseball, boxing, basketball. Disc on request. Hold first class license. Box 302G, BROADCASTING.

Western team, man and wife. 10 years experience. Now featured on regional network. Man, mail order pitchman. Pulls mail. Guitarist, top vocalist. Can do disc shows. Woman featured on several network shows as vocalist. Plays bass. Man can work alone. Transcription photo available. Box 311G, BROADCASTING.

Announcer, well trained. Travel anywhere, single, strong on news, DJ. Excellent commercials. Write copy. Operate board, good utility man. References. Disc on request. Box 313G, BROADCASTING.

Have job, experience, versatile voice with personality. Want opportunity more play-by-play. Strongest field sports. Comprehensive news. Tops with wax. Car. Veteran. Go anywhere. Box 316G, BROADCASTING.

Want a hillbilly jock? Thorough knowledge hillbilly music. Eight years experience. Presently employed on 500 watt CBS outlet past four years. Morning man. Other phases announcing, news, sports, farm reporting. Permanent, no drifter. E. T., photo on request. Box 317G, BROADCASTING.

If you want a treat instead of the usual cruel treatment—listen to my audition record. Announcer, 3 years experience, desires only permanent connection. Box 324G, BROADCASTING.

Carolina football play-by-play. Two well experienced announcers, color and play-by-play, available this fall to Carolina stations. Both men with CBS affiliates. Will come to your station and do topnotch broadcast of your games. Very reasonable cost. Write Box 328G, BROADCASTING.

Morning man, deep voice. 5 years. Available now. $50 minimum. Box 331G, BROADCASTING.

Staff announcer with two and half years experience in all phases of radio except play-by-play sports, reaching for that next step up the ladder. A chance for advancement in present job. Write for full particulars and disc. Box 335G, BROADCASTING.

Announcer, radio school graduate with serious intent to obtain all-important first job. Good at news, commercials and sports. Salary secondary. Disc, photo and resume on request. Box 336G, BROADCASTING.

Announcer, experienced, DJ and commercials specialties, veteran, young, married. Disc and photo on request. Northeast preferred. Box 338G, BROADCASTING.

NBC trained announcer. Excellent on news and commercials. Veteran. Will single. East only. Box 339G, BROADCASTING.

Announcer-engineer, 2 years experience, emphasis announcing. Employed, desire change. Box 341G, BROADCASTING.

Experienced announcer, NBC trained. Three years general staff and morning man. Background violinist-vocalist. Boston University, good knowledge of music. Box 344G, BROADCASTING.

XUM

Situations Wanted (Cont'd)

nouncer, thoroughly schooled all pes commercial readings, news, etc. ensive control board course. Hard rker. Box 346G, BROADCASTING.

f announcer, program directing, lo- and network experience, will travel, aft exempt. write effective copy. ox 348G, BROADCASTING.

f announcer, experienced. Capable ws, sports. Top references, imme- tely available. Box 349G, BROAD- STING.

ws-sports editor. Available Novem- r 1st. Topflight news, sports, special nts man. 15 years play-by-play all es special events. Thorough knowl- e news handling, writing, editing, ouncing. Top references. Box 350G, OADCASTING.

nouncer, former staff 5,000 watt NBC iliate. Produced, sang, emceed am- ur shows in Chicago nite clubs. Two rs college. Graduate oldest broad- ting school in country. CBS in- ctors taught all phases of broad- ting. Consider all offers on this th. Box 356G. BROADCASTING.

nouncer. Friendly style. Commer- al, news, DJ, interviews, write copy, to, disc on request. Married. Will vel anywhere. Box 357G. BROAD- STING.

nouncer: Draft exempt, experience training. General announcing, ws, DJ, sports, continuity writing. e, age 30, references, disc avail- e. Box 360G, BROADCASTING.

aft free veteran. Two years an- ncing experience network and in- ndent. Dependable family man, ing permanent position in moderate e city. Midwest preferred. Box G, BROADCASTING.

nouncer; good voice, neat appear- e; looking for work in up-and-com- station; salary secondary but fu- e must be good; willing to relocate; aft exempt veteran; college grad; ition material furnished. Box 364G, OADCASTING.

ng man returning west, 28. Mar- d. Five years creditable experience. king permanent connection. Box G. BROADCASTING.

mbination announcer-engineer. Good ce. delivery. Seventeen years ex- ence including positions as chief neer, newscaster-editor, program ector. Family. Box 370G. BROAD- STING.

nouncer. Salary no object. Go where. Know RCA board. Three ths experience. Versatile, con- entious worker. Night turn accept- e. Pleasing voice and personality. 371G, BROADCASTING.

ilable September 30th. Young an- ncer-operator, writer; with accent ews, music and commercial copy. pleting one year course at top- t radio school. Excellent refer- s, college and newspaper experi- . Prefer opportunity in New Eng- but will consider all replies. Box G. BROADCASTING.

e years diversified metropolitan fer. Desires permanent prospect. ried. Available immediately. Box G. BROADCASTING.

perienced topflight staff announcer network delivery desires to locate established station. Proven air sman. Distinctive, mature voice. atile all phases programming. Ex- ent recommendations. Mark An- rs, 3148 Wilson Avenue, Chicago. ne: IRving 8-1681.

fessionally trained inexperienced phone licensee desires opportunity where. Record and photo. G. H. ingale, 92 A Fairview Plaza, Los s, California.

uncer, 26, single, hard worker. No nal accent. Strong on news, music. tinuity. Graduate best radio and vision school. Data, disc, photo. Maurine, 30 W. Chicago Ave., Chi- Illinois.

ed announcers, writers, operate es and RCA boards. Start forty and five week. Pathfinder School dio, 1222 Oak, Kansas City, Mis-

Technical

f engineer soon available for con- tion or installation. Consider re- une as chief if mutually advanta- Fifteen years continuous experi- Best references. Correspondence ed. Box 2G, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, tech graduate, vet., 6 months experience AM, FM, and associated equipment. Desire permanent positon southeastern U. S. Box 36G, BROADCASTING.

License, degree, 12 years experience as engineer. Box 209G, BROADCASTING.

Chief engineer available immediately, experienced construction, operation, maintenance. Veteran, married, wishes settle southwest, permanent position. Best references. Write Box 214G, BROADCASTING.

Engineer, first phone, married, veteran, experienced transmitters, remotes, taperecordings, RCA graduate. Car, will travel. Box 227G, BROADCASTING.

Engineer, 1st phone, specialist in audio, plenty theory, no experience. I am 28, single, draft exempt and have car. Box 253G, BROADCASTING.

Chief engineer looking for permanency with an established station. Have all that it takes to operate, maintain, design and construct any size AM, FM or TV operation. Top references. Box 274G. BROADCASTING.

Experienced operator-engineer, first phone, installation, construction, consoles, remotes, transmitter, 3 years experience, permanency first. Married. Have car. Will travel. Box 318G. BROADCASTING.

Engineer, first phone. Desire studio or transmitter work in northeast area. 18 months transmitter, remotes, recordings and console. Single, age 26, have car. Box 321G. BROADCASTING.

Engineer-announcer, accent on announcing. 2 years network and independent experience. Married, age 34. Available immediately. Box 329G. BROADCASTING.

Available now. 20 years experience to 5 kw, directional. Heavy on construction, maintenance. Chief 250, 16 years. Best references. Box 334G, BROADCASTING.

First phone license, technical background, veteran, good voice, car, will travel. Box 347G, BROADCASTING.

First phone, graduate leading school, all phases communications, need experience, married, vet, willing to travel. Box 358G, BROADCASTING.

Engineer first phone license, twelve years experience as engineer, 3 years as station manager, age 43 years, have no car. Will go anywhere. Give salary. Box 362G, BROADCASTING.

Engineer—One year experience. AM-FM, control room, tape and disc recording. Six months announcing. Desire location in Georgia, Alabama or Florida. Box 372G, BROADCASTING.

Production—Programming, Others

Young, thoroughly experienced radio man with excellent qualifications, desires small market program director's position. Presently doing announcing-production large city. Box 89G, BROADCASTING.

Program director, sportscaster, experienced in all phases of station operation. Promotions, sales, etc. Box 243G, BROADCASTING.

Capable young woman, single. Four years experience in traffic, continuity. Sample copy, other information at your request. Will travel. Box 293G, BROADCASTING.

Midwest attention. Man with 2½ years experience in announcing, news, farm news, traffic, promotion, would like permanent position in your locality. Interested in programming with announcing. Am 24, married, child, veteran. Box 314G, BROADCASTING.

Sales-continuity, experienced, graduate first class university. Ideas that deliver. Write Box 323G, BROADCASTING.

Attention midwest cities over 35,000 Woman continuity writer, 26 with fresh, selling copy interested in all offers. Some air work a must. Request copy, disc, references. Box 337G, BROADCASTING.

For the love of mike, not money, I've spent two years in AFRS, four years in college, three years in 5000 watt station as continuity writer. Like to spend the next sixty with you! Box 343G, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer, male, 26. Experienced in local, regional and clear channel copy plus TV and network scripting. Seeking position with midwestern net station. Excellent references. Presently employed in continuity. In replying, please give information regarding station, staff and city. Also salary offered. All inquires acknowledged. Box 345G. BROADCASTING.

Program director. Thoroughly versed all phases programming and management. Excellent references both executive ability and air work in news, sports, special events, studio announcing. Need sufficient time for adequate notice to present employer. Box 351G. BROADCASTING.

Young woman, 9 years in program, production, writing, music, metropolitan and small stations, wants challenging job New York City. University graduate. Available interview. Box 359G. BROADCASTING.

Washington, D. C. metropolitan area stations, attention! Young man wants to get back into radio. Experience on west coast includes copywriting, news editing, control board operation and selling. References? Naturally! Available? Now! Box 361G. BROADCASTING.

Experienced. Want radio job in or near Chicago, but will consider other areas. 12 years experience. Worked as PD music director, copywriter, announcer and news ed. Three commercial shows with five year sales record. College ed. Married. Will send tape on request. Box 366G. BROADCASTING.

Program director presently employed, age 30, 7 years experience network and independent. Family man, seeking permanency with strong station. Excellent references. Write Bob Edell, 1311 4th Avenue, Sterling, Illinois.

Television

Salesmen

Hard working—Years of successful past, mostly indies, large and small. Besides, I want to really see (learn) how you operate. You can throw the book at me, cause I'm a glutton for punishment. Presently employed. Box 322G, BROADCASTING • *TELECASTING.*

Announcers

Television sports. Experienced Big Ten and western conference football and basketball. Major league baseball play-by-play and recreations. Top boxing, wrestling references. Best publicity and promotion material to help sell your winter sports schedule. Available October 15th. Box 353G, BROADCASTING • *TELECASTING.*

Production—Programming, Others

Graduate of American Television Institute of Technology as production cameraman. Single, 21, good health. Tried to enlist, rejected because of poor left eye, no hindrance. Desire to further TV education. References, travel. V. E. Krieber, 913 Sheridan Road, Chicago 13, Illinois.

For Sale

Stations

Radio station, only one in thriving Alabama town, 1000 watts. Offers fine opportunity for highly satisfactory earnings. Very moderately priced, a true bargain. Address all inquiries to P. O. Box 1643, Birmingham, Alabama.

Equipment, etc.

For sale: 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 297G, BROADCASTING.

Rek-O-Kut transcription cutting table, 16 inch, largest size, complete, like new, $800.00 value for only $600.00. Box 315G. BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Two RCA 93A frequency meters 1.5 to 159 megacycles accuracy .005%. Battery boxes included. Make offer one or both. WMAQ, Chicago, Illinois.

For Sale (Cont'd)

Complete RCA 1 kw FM station equipment used 8000 hours. Includes 1 kw transmitter, 2 70-D turntables with preamplifiers, 5 microphones, 106 foot tower, 2-section pylon antenna and 1 portable 3 input Magnecorder recorder. To be sold in complete package or separately. Write or contact Charles W. Hoefer, Aurora, Illinois, Beacon-News.

For sale: RCA 86-A-1 limiting amplifier, $195.00. RCA 69-B distortion meter, $165.00. Southeast Audio Company, 112 West Union, Jacksonville, Florida.

Wanted to Buy

Equipment, etc.

Wanted—Good used equipment for 1 kw directional. Transmitter, two 261 foot towers, ground system, phasing equipment, mikes, monitors, console, turntables—the works. Buy as package or individually. Must be in first class condition subject to rigid inspection. State price, age, condition, complete details first letter. Cash on acceptance. Box 319G, BROADCASTING.

Wanted—250 transmitter console and turntables. Give full description and price. Must be good condition. Box 342G. BROADCASTING.

Need immediately—Collins 212-B-2 or Collins 212-B-1 console or RCA, type 76-B-5 console. Wire collect Henry J. Keyes, Chief Engineer, KOVO, Provo, Utah.

Miscellaneous

Salesmen: $$$ for you. Need creative ideas; programs produced and sold to produce quick prepaid cash revenues $1440.35 or more? Quote lowest rock-bottom local rates. Box 365G. BROADCASTING.

Help Wanted

Production—Programming, Others

PROGRAM DIRECTOR WANTED

• WEST COAST

REGIONAL (major network) station interviewing applicants for top programming job which will lead to overall Station Manager. Successful applicant must prove unquestioned ability to build top Hooper ratings morning and afternoon. Right man must be able to earn respect of entire staff, hire and fire all program personnel. Responsibility covers Farm Department, Women's Department, Sport's Department, News Department, Western and straight Disc Jockeys, Announcers and Continuity Writers. Must be a natural leader and above all have ability to prove to a strong Sales Department that his programming will build top competitive Hoopers. Let's not kid ourselves. To bat 300 in our league you should not be over 35, have two young children, still married to the FIRST WIFE, and own an automobile. Don't tell us how many years you've worked for a network. Do tell us how many years you've worked for a Strong Independent. Tell about your programming successes. Tell about your ability to hire the right people and emphasize your experience in getting along with a hard hitting Sales Department. Remember we are not hiring an Announcer. We're hiring a Program Director who has sense enough to operate the same way the Managing Editor of a good newspaper functions. **We must increase our circulation and we must render a public service.** No TV competition—but we do have a potential exceeding 150,000 BMB Radio Homes. We'll pay a reasonable starting Salary and if you can't **earn your first raise in six months** you can expect to be fired. If you are in East, Middlewest, or South, a personal interview will be arranged between September 15 and October 15. If you're on Coast interview will be arranged immediately. Your references will be thoroughly checked and we'll take a good look at you and insist that you take a good look at us before a mutual agreement is reached. To protect your present job, your application will be kept in strict confidence. Get your information to us promptly. BOX 299G, BROADCASTING.

XUM

KOREAN CHECK

Akin to Study Communications

MAJ. GEN. SPENCER B. AKIN, chief Signal officer of the Army, last Thursday Aug. 31 left the United States for a tour of Korean combat signal communications, the Signal Corps has announced. He is expected to return early this week.

Gen. Akin is expected to bring back a first-hand report on "lessons" derived thus far in use of communications equipment in the war zone. The information will be used subsequently in the Signal Corps research, development and training program.

Accompanying Gen. Akin were Col. James S. Willis, chief of the development branch, Research and Development Div., Office of the Assistant Chief of Staff; Col. D. G. McBride, chief, Communications and Electronics Div., Research and Development Div., Headquarters Army Field Forces; and Dr. Albert Tradup, military communications engineer, Military Electronics Dept., Bell Telephone Labs.

The first-hand report also is expected to be discussed in future sessions of the newly-formed Signal Corps Advisory Council, in which Gen. Akin has played a leading role. Presumably it also may serve indirectly as the basis for subsequent meetings involving procurement, allocations and priorities planning by the Defense Dept. and other agencies.

Meanwhile, authorities confirmed that within the past month Gen. Akin has conferred informally with individual members of the Signal Corps Advisory Council [CLOSED CIRCUIT, Aug. 21]. Among those who have visited Gen. Akin are Brig. Gen. David Sarnoff, RCA board chairman, and William H. Harrison, president, International Telephone & Telegraph.

Radio Accounting Firm

J. R. HOFFMAN & ASSOC., specializing in radio accounting, recently opened an office at 1319 F St., Suite 505, Washington, D. C., telephone EXecutive 9788. John R. Hoffman, head of firm, was for 16 years comptroller for Hershey Estates, Hershey, Pa. He has been in the radio accounting field since April 1945.

Mr. Lewin (l) and Mr. Gehring (r) interview a tank corps lieutenant during encampment.

CBC BOARD MEET

To Consider License Bids

TWO REQUESTS for new AM stations, three for increases in power and one for an experimental TV station are on the meeting agenda of the board of governors of Canadian Broadcasting Corp. set for the Hotel Vancouver, Vancouver, Sept. 19-20. New AM stations are being requested by Dauphin Broadcasting Co. Ltd., at Dauphin, Man., for 250 w on 1230 kc, and by Robert Stuart Grant for 1 kw on 1380 kc at Kingston, Ont. Experimental TV license is being asked by Sparton of Canada Ltd., London, Ont., for Channels 2, 6, 7 and 11.

Power increases are being asked by CJEM Edmundston, from 250 w on 1230 kc to 1 kw on 1350 kc; by CJNB North Battleford, from 250 w on 1240 kc to 1 kw on 1460 kc; by CKOV Kelowna from 1 kw daytime to 5 kw day 1 kw night on its present frequency of 630 kc. A number of stations are asking for share transfers. CKOK Penticton is asking for transfer of control from J. R. Beattie to G. J. Rowland and M. P. Finnerty. CKLW Windsor is requesting an emergency transmitter license.

KGVO Missoula, Mont., has announced installation of new transmitter building housing RCA 5 kw transmitter, emergency studio facilities, two-car garage, shop and storage space.

WFDF TEAM

Covers Guard Maneuvers

CONCENTRATING their attention on the human interest angle, Reporter Jack Lewin and Producer-Writer Don Gehring of WFDF Flint have returned from successful coverage of the Michigan National Guard encampment at Camp Grayling, Mich.

During their stay at Grayling, the pair sent to WFDF local news copy and tape recordings. Copy and recordings contained names and addresses of Flint area guardsmen along with details of what the soldiers were doing at the two-week encampment.

Skipping tactics and training, the WFDF team reported on who was waiting in line at the few available telephones to call home, who was eating the heartiest, who was getting the best scores on the range, etc. The home-town folks were even kept informed on who answered sick call and why. News stories and recordings were aired by WFDF while the encampment was still in progress. Overall supervision of coverage was in charge of General Manager Lester W. Lindow, former Army colonel and chief of the Army's radio branch.

WJOL RENEWED

Felman Petition Denied

ACTING to conclude extensive litigation, FCC has granted regular renewal of license to WJOL Joliet, Ill., and denied the petitions of A. J. Felman for hearing in the case and for further time to comply with the Commission's rule (Sec. 3.109) restricting time-reservation pacts in station sales.

Recognizing that the U. S. Supreme Court had upheld the FCC policy in acting on an appeal by Mr. Felman, onetime owner of WJOL [BROADCASTING, June 12, July 10], the Commission indicated it was without jurisdiction to set a sum for lump payment to Mr. Felman in lieu of daily time to advertise his department store. FCC earlier had orded modification of the sales agreement.

Mr. Felman had asked FCC to settle the sum since he and WJOL could not agree. FCC indicated this might be done by future agreement or a "court of competent jurisdiction" and the renewal action in no way would jeopardize the rights of either WJOL or Mr. Felman. WJOL is assigned 250 w fulltime on 1340 kc.

WPRC Tower Started

CONSTRUCTION of a 200-ft. transmitting tower for WPRC Lincoln, Ill., was started Aug. 28 and erection of a transmitter building and studios also is underway, according to station officials. Program tests are expected to begin shortly. Owned and operated by Prairie Radio Corp., WPRC is assigned 500 w daytime on 1370 kc.

GERMAN FM

Linx Cites Expansion

BY 1952, the FM system now being developed in Germany will become the most important medium of information and entertainment in the U. S. Zone, according to Robert D. Linx, engineer with FCC.

Mr. Linx, who has spent four weeks consulting with German broadcasters and radio manufacturers on their FM plans, also stated that the German FM system compares favorably with that of the U. S. He said he was surprised at the progress which has been made and predicted that within two years more people in the area will be listening to FM broadcasts than to medium wave transmission.

Mr. Linx pointed out that FM broadcasting was one answer to the problem of Europe's crowded airwaves which have caused interference with medium wave broadcasting in Germany. He praised the U. S. High Commission's Radio Branch for the encouragement and aid it has given to the development of FM in the U. S. Zone.

UNITED STATES Coast Guard Academy, New London, Conn., announces competitive examinations for appointment will be held in cities throughout the U. S. and territories, Feb. 19-20, 1951. Applications must be postmarked not later than Jan. 15, 1951. Coast Guard Cadets take four year course of instruction leading to a B. S. in Marine Engineering with eligibility for commissions as ensigns.

Profitable Florida

Fulltime Station — $75,000.00

Located in one of Florida's most desirable and rapidly growing markets, this fulltime facility presents an outstanding opportunity to one or two investors who should be active in management. Operating conditions are unusually favorable. Station operates in the black every month, including Summer, and Fall and Winter prospects are excellent. Here is a chance to live in Florida—and at a profit.

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OBILIZATION

Agencies Study New Home Front Bill

VERNMENT agencies late last week were studying the ramifications the new home-front mobilization bill as President Truman prepared rsday to sign into law the production control bill giving him vastly eased powers over the nation's economy.

The Chief Executive was sched- to outline some of these con- s to the nation in a radio ad- ss slated for Saturday evening. nnouncement of the President's ntion to address the nation fol- ed reports during the week that:

● W. Stuart Symington, irman of the National Secur- Resources Board, would be med shortly to head officially e nation's mobilization pro- m, including national civil fense planning.

● The President would cre- a new federal agency to han- price-wage-rationing controls R 9176) passed by Congress. would be known as the Eco- ic Stabilization Agency.

● The Federal Reserve rd would reinstate regula- s governing time purchases.

e President, at his news con- nce last Thursday, denied re- s pertaining to Mr. Symington, ending he knew nothing about a move, and those dealing a proposed economic agency. said he is not considering cre- n of such an agency at present, observers felt that the proposal at least in the planning stage use once total mobilization is eed.

Advisory Capacity

r. Symington and his NSRB been functioning in an ad- ry capacity to the President, not as an "operating agency." believed that Mr. Symington tually will be armed with full ority to head the nation's de- mobilization program, either ead of NSRB or possibly of an cy yet to be created.

uthority to establish a single cy to administer wage and controls and rationing re- ements when he decides to im- pose them generally is clearly set forth in the production bill now before the President. He would be required, however, to impose wage controls at the same time that price ceilings are put into effect in any industry. The wage-price-rationing provision expires next June.

The Chief Executive also has authority to curtail installment buying through imposition of stringent credit restrictions until June 1951.

Other provisions empower the President to allocate scarce or critical materials, assign priorities and make loans to industry to spur production, as well as to requisition plants and equipment needed by the government. This power extends to June 1952.

Another provision in the defense production bill, retained by Congressional conferees in line with World War II procedure, is that exempting radio time rates from any price controls the President may decide to invoke [BROADCASTING, Aug. 14, 7].

In adjusting price ceilings, the President would consider profits in specific and related industries, and would also study wages in the same industries.

RISTOL-MYERS

Increase Radio-TV Budget

TWORK radio and television have an increased share of tol-Myers advertising budget ans for 1950-51 season, Robert Brown, vice president and gen- manager, announced last week. west development is company's h of *Break the Bank* to day- radio [BROADCASTING, Sept. 4] times weekly on NBC, 11- a.m., with Bud Collyer as

rm's other radio show is *Mr. rict Attorney* on NBC and its ision shows are *Break the* with Bert Parks on NBC-TV *Lucky Pup*, one day only, on STV.

Dherty, Clifford and Shenfield e agency for latter show and *The Bank*. Young & Rubi- handles *Mr. District Attorney*.

AIDS DEFENSE

Chase Is Sawyer Advisor

HOWARD CHASE, public relations director of General Foods, now on leave of absence from the firm, is serving as special advisor to Commerce Secretary Charles Sawyer on defense production activities [CLOSED CIRCUIT, Aug. 28].

Mr. Chase is expected to direct public relations activities when a defense production organization materializes within the Commerce Dept. It is believed that he will serve under Maj. Gen. William H. Harrison, president, International Telephone & Telegraph Co., who has been mentioned for the post of Undersecretary of Commerce.

Gen. Harrison is expected to head the proposed defense allocations and priorities unit within the department, tentatively slated to be known as a National Production Authority or Defense Production Administration [BROADCASTING, Aug. 28].

WIRL Adds MBS

WIRL Peoria, Ill., an ABC affiliate for the past two and a half years, today joins the list of dual-network outlets by also affiliating with MBS. Announcement of the addition was made by Tom Gavin, general manager. MBS affiliation became available in Peoria when WMMJ Peoria sold its holdings to a new corporation which plans an independent operation.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO SEPTEMBER 7

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,175	2,145	172		282	262
FM stations	685	505	213	1*	20	13
TV stations	106	51	58		355	182

*One on the air.

* * *

Docket Actions . . .

INITIAL DECISION

Surety Bcstg. Co., Charlotte, N. C.; WRRF Washington, N. C.—Announced initial decision by Hearing Examiner J. D. Bond to grant application of Surety Bcstg. Co., new station at Charlotte, N. C. on 930 kc, 5 kw day, 1 kw night, directional; and to grant application of WRRF to change facilities from day to fulltime using 5 kw day, 1 kw night, directional on 930 kc. Both grants subject to conditions. See story BROADCASTING Sept. 4. Decision Sept. 1.

New Applications . . .

AM APPLICATIONS

Goldsboro, N. C.—Southern Radio & Television Corp., 730 kc, 1 kw day. Estimated construction cost $24,000. Applicant is permittee WFMC FM outlet in Goldsboro. Application is made contingent on surrender of license of WTIK Durham. Filed Sept. 1.

Pittston, Pa.—Radio Pittson FM & Television Co., 1450 kc, 250 w fulltime. Estimated construction cost $7,550. Richard G. Evans, applicant is president and general manager WIZZ Wilkes Barre and 23% owner. Mr. Evans is also a management consultant on FM station programming, management, operations, sales etc. Filed Sept. 1.

EDUCATIONAL FM APPLICATION

Baltimore, Md.—Baltimore Junior College, noncommercial educational FM station, on frequency to be assigned by Commission, ERP 10 w. Estimated construction cost $4,725. Station will be operated by Board of School Commissioners represented by Dr. William H. Lemel. Filed Sept. 1.

TRANSFER REQUESTS

WBCO Bessemer, Ala.—Assignment of license from Jesse E. Lanier, Jack Warden, Crawford J. Bass and Walter G. Petty Jr., partnership d/b as Bessemer Bcstg. Co. to Bessemer Bcstg. Co. Inc. Messrs. Bass, Petty and Warden withdraw from partnership. New corporation includes: Jesse E. Lanier, one of original partners, president 25%; E. B. Stephens, 50% owner Military Service Co., (general sales agency) secretary treasurer 25%; O. S. Burke, general law practice, vice president 25%; and W. P. Gewin, general law practice, 25%. Consideration is $5,200. WBCO is assigned 250 w fulltime on 1450 kc. Filed Sept. 1.

KSGM Ste. Genevieve, Mo.—Acquisition of control of Donze Enterprises Inc., licensee, by Elmer Donze. Elmer and Norbert Donze own Donze Enterprises Inc., which cover radio station KSGM, Gift Shop Jewelers, Donze Appliance Store and Donze Drug Store. Norbert plans to devote full time to the jewelry and appliance store and Elmer wishes to devote full time to operation of KSGM and drug store. Certain net assets of jewelry and appliance store are sold to Norbert for 869½ sh. in KSGM. Transfer would give Elmer Donze 99.8% ownership of station. KSGM is assigned 250 w fulltime on 1450 kc. Filed Sept. 1.

ZIV NAMES TWO

Scott, Gates Join Staff

FREDERIC W. ZIV Co., transcribed syndicated program producer, has appointed two new members to its sales force.

Coleman Scott, general manager of WGBR Goldsboro, N.C., will represent the company throughout Cleveland, Erie and surrounding cities with headquarters in Cleveland. James Gates, sales manager of WIDE Biddeford, Me., will cover Maine, Vermont and New Hampshire with headquarters in Biddeford.

FCC Actions

(Continued from page 86)

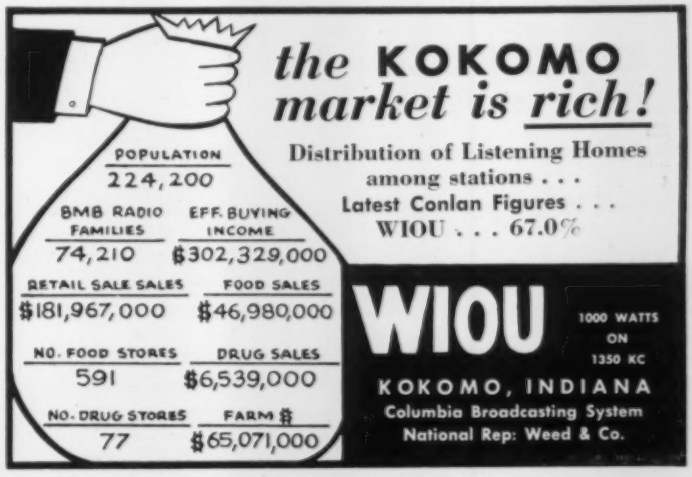
Applications Cont.:

sion of completion date: WOAK Oak Park, Ill.; WTCN-FM Minneapolis.

APPLICATIONS RETURNED

Modification of CP

WPMP Pascagoula, Miss.—RETURNED Aug. 29 mod. CP AM station for extension of completion date.



XUM

VETS RADIO GUILD

Hospital Unit Formed

VETERANS Hospital Radio Guild, a group of executives and performers within the industry, has started a campaign for $50,000 to extend its program of radio training for patients in VA hospitals throughout the country and in Puerto Rico.

Called "Operation Aftermath," the campaign is actively supported by every station in the New York metropolitan area. Bob Hope, Skitch Henderson, Barry Gray, and Margaret Arlen have given inaugural pushes. And soon it is expected to be rolling from coast to coast.

Underway Two Years

For more than two years, VHRG teams, with only personal funds, have pioneered the radio training project in six hospitals. Going into the wards and coaching patients in radio techniques, the teams have enabled the vets to operate their own "Bedside Network." These "communities by radio" have become a bright, therapeutic force in the hospitals so far reached. Medical staffs, as well as convalescing vets themselves, have lauded the effect.

Late in 1947, Jean Tighe, radio actress and singer, and Carl Rigrod, vice president of Donahue & Coe, advertising agency, were visiting Halloran Hospital, Staten Island, N. Y. A patient's remarks set them to thinking.

"Professional shows are good enough," the patient had said, "but when they're over, you're right back with yourself again—thinking of that great future you don't have." It would be nice to get around the hospital and meet patients in other wards, he said, but "these beds don't fly that far. Personal plans? Let's stop kidding. Who's going anywhere?"

Other patients were so bitter and despairing that they wouldn't speak at all.

Yet there were public address systems in each hospital. And it wasn't hard to visualize what having their own "radio station" might do for these men. So Miss Tighe and Mr. Rigrod collected some friends in the trade and they all went to work.

Frequently hospitals were located beyond public transportation. The volunteers had to do everything in their leisure time and with their own funds. Nevertheless, by valiant effort the VHRG has serviced 3,750 patients. Programs regularly go over the "Bedside Network" and exactly as desired by the listener-operators. Patients are the participants — polishing scripts, studying parts, rehearsing, and performing the many other activities of daily broadcasting.

Occasionally, although not its purpose, VHRG sparkles up an unusual talent. John Stagwillo, for example. After four years of hospitalization as a paraplegic, and with the aid of VHRG and the "Bedside Network," he is now featured over WNEW New York, Fri., 9-9:30 p.m., EDT, in his own show, *Stag Time*. Other "alumni," including a composer and a writer, have been started on their way.

Here is the way VHRG works: A team composed of a group supervisor, producer, writer, director, actors and actresses, singing coach, pianist or other instrumentalist, sound effects man, engineer and speech instructor makes weekly visits to the hosiptal.

VHRG President Jean Tighe, radio actress and signer, interviews John Stagwillo, now a "Bedside Network" graduate who was elected to the VHRG board and is featured over WNEW New York in Stag Time.

• • •

At one bedside the script gets professional attention by the team's writer. A plot change or dialogue twist may be suggested. Then it is redrafted, edited, and ready for production.

A patient-director assembles the cast before a hospital microphone. If one member can't leave his bed, he reads his part into a tape-recorder, and it is dubbed in later.

All Take Part

As rehearsal progresses, the VHRG teams coach their counterparts in the cast, and on the production staff. When the show goes on the air, bed patients receive it through individual personal receivers, and ambulatory patients through loudspeakers in the game room or recreation hall. Most everyone is in the act, if not before the mike, then as a listener with an authoritative finger in the programming.

This story today is limited to Halloran Hospital, Staten Island, N. Y.; Kingsbridge at Beacon, N. Y.; Livermore at Livermore, Calif.; San Fernando at San Fernando, Calif.; and Barnes at Vancouver, Wash.

A board of governors giving "close support" to VHRG includes:

Ted Cott, general manager, WNBC and WNBT (TV) New York; Thomas Luckenbill, vice president in charge of radio-TV at William Esty Co., and Reed Wight, radio-TV director, J. M. Mathes Inc., all co-chairmen; G. Richard Swift, general manager, WCBS-AM-TV New York; Carl Haverlin, president, Broadcast Music Inc.; Charles Baltin, vice president, WHOM New York; Sydney H. Eiges, vice president in charge of press, NBC; George Crandall, director of press, CBS; Alan Brandt, director of publicity, WNEW New York; Betty Fowling, radio editor, *Newsweek*; Frank Burke, editor, *Radio Daily*; Edward P. Eagan, New York Boxing Commission; and Leonard V. Harrison, Community Service Society.

Temporarily housed at the Hotel Madison, New York, in a four-room suite donated by Bob Hawk, the VHRG has plans for a paid executive and field agent operating out of permanent headquarters, and coordinating a nationwide sweep of volunteer teams.

VHRG officers are:

President, Jean Tighe, radio actress and singer; first vice president, Alex Kramer, song writer; second vice president, Hubert Wilkie of Roy Durstine Inc.; secretary, Patsy Campbell, actress; and treasurer, Bob Brenner, radio-TV director for A. W. Lewin Co.

Board of directors: Merre Northrup of J. M. Mathes Inc.; Anne Pitniak, actress; Catherine De Carlo of Benton & Bowles Inc., and John Stagwillo, radio actor and "Bedside Network" graduate.

Committee for "Operation Aftermath": Hubert Wilkie, chairman; Helen Lee, campaign director; and Catherine De Carlo, publicity chairman.

With pioneering days behind it, VHRG now faces the enormous task of reaching the 129 hospitals and 96,000 patients still "off the air." To paraphrase the VHRG slogan, "Do you know a more satisfying place for your money?"

MALIK'S VOICE

Hooper Drops as Russ Jams

IN ITS continuous effort to drown out the Voice of America, the USSR inadventently jammed a speech by Jacob Malik, its own UN delegate, during a recent meeting of the Security Council, the State Dept. revealed Sept. 2.

Comrade Malik, who also qualifies as TV's newest star by virtue of network telecasts of Security Council sessions, was blotted out not only in his native Russian tongue, but also in English and French as well, thanks to Russian operators who thought they were jamming a Soviet language program.

A Polish language broadcast was interrupted Aug. 25 to make way for the UN broadcast over the same frequencies. As chairman of the council proceedings, Mr. Malik was speaking in Russian when the Soviets applied their jammers for about 45 minutes.

Eight minutes of his speech and the resulting English and French translations were drowned out by his own propaganda machine and the comrade's Hooperating took a dive.

ADDITION of two daily 15-minute broadcasts to its Far Eastern schedule, including one each in Korean and Cantonese, announced by Dept. of State. New programs bring present Voice Far Eastern output to total 7¾ hours.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Goday

GOLDEN SAILS

On Records: Jerry Wayne—Col. 43890; Bob Carroll—Mer. 5432; Leighton Noble—Coral 60281; Dick Todd—Rainbow*; Vera Lynn—Lon.*

On Transcription: Joe Reichman—Standard; Bob Eberly—World; Chuck Foster—Langworth; Mindy Carson—Associated.

(* soon to be released)

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Sooners

(Continued from page 19)

"as far as we know we have ntract" with KOMA, and added the party was negotiating for sorship rights to Oklahoma M games as well.

he party had negotiated for dcast rights beginning with a est Sept. 30 between the U. of lahoma and Boston College, and ng around Nov. 7. Station offi- said plans provided for 25- announcements at intervals ng each game stressing the cit- ' civic duty to vote. Games ld be carried on a state-wide ork. Controversy was sparked huge billboards advertising Democratic Party's sponsor- of the games.

mid the dispute, Dr. Cross said new that the party originally ned to sponsor the broadcasts thought "the Democrats agreed ould not be a good thing and ded to drop it." He also noted the university-station con- t contains a clause permitting latter to "approve or reject" sors.

he clause was originally written prohibit advertising of ciga- and beer companies, or any sor "repugnant to the public ," according to Pete White, advertising man, who re- dly conceived the plan and mpleted the contract with MA.

They certainly can't say the ocratic Party is repugnant to state of Oklahoma," he added. lahoma normally is a Democratic e and a heavy vote turnout lly favors the Democrats.

he Tulsa *Daily World*, writing he furor, said Republicans were ful lest they hear broadcast ouncements such as these:

lan, look at that Heath lug that . He's running like a Democrat."

"Wow, look at him hit that line— just like a Democrat stamping his ballot."

The affair was touched off by 24-sheet billboards promoting KOMA's broadcasts of the 1950 O. U. schedule. Newspaper writers used statements such as, "The Jayhawk forward wall crumbled like a bunch of Republicans before that thrilling Democratic plunge."

Mr. White thereupon explained that commercials had already been written, that they would have been used in non-playing parts of the games, that none were excessively long and that none mentioned candidates. Instead they were directly aimed at getting out the Democratic vote.

Mr. Bernard said there was no reason to believe that vote-getting announcements during non-playing periods "would be any worse than if they came between Arthur Godfrey and Ma Perkins."

James Arrington, Oklahoma Democratic chairman, told Mr. White he was willing to share sponsorship with the Republicans but GOP Chairman Carrier rejected the offer, condemning any party sponsoring broadcasts of the activities of a state-supported institution.

ASCAP Navy Rights

ASCAP has granted a free license for performance of members' music on Pacific Fleet Navy radio shows, Otto A. Harbach, ASCAP president, announced last Thursday. The move is in line with the society's policy of granting free licenses to the armed services for musical performances on application, provided the music is not used for commercial purposes. The Navy shows will be used by stations as a public service feature, with ASCAP licenses covering a period of one year.

ANTI-RED GROUP

To 'Spotlight' New Cases

THE RADIO subcommittee of the Joint Committee Against Communism in New York, formed a fortnight ago after the successful protest against television appearances of Jean Muir, last week announced it would "spotlight" other instances of "subversive affiliations and activities" if necessary.

After its first meeting last Thursday night the subcommittee issued a statement saying it was gratified by the "increased awareness of the subversive influence in the radio and television field" and that it saw "reason to believe that the industry will re-examine the extent of this influence and take fair and vigorous action."

The subcommittee's statement was issued under the name of Stephen C. Chess, Queens County commander of the Catholic War Veterans, chairman. Co-chairman of the subcommittee is Theodore Kirkpatrick, editor of *Counterattack*, a newsletter, and publisher of *Red Channels*, the list of 151 performers, writers and other creative talent alleged to have been associated with the Communist Party or its fronts.

In Mr. Chess' statement he said the subcommittee had decided not only to "spotlight specific instances of subversive affiliations and activities" but also to "inquire into repeated complaints of capable artists, writers and technicians who have been denied employment because of their anti-communism."

The tone of the statement indicated the subcommittee had no immediate plans for repeating the kind of protest that resulted in the dismissal of Miss Muir from the cast of *The Aldrich Family*. [BROADCASTING, Sept. 4].

ONG the broadcasters from Arizona, Nevada and hern California in attendance at the NAB District 16 ing in Hollywood Aug. 24-25 were (l to r): Front Row, MacMurray, Pacific Regional Network; Charles Salik, Q San Diego; Harry Engel, KVEN Ventura; John t, KALI Pasadena; Arthur H. Groghan, KOWL Santa onica; Ray V. Hamilton, Blackburn-Hamilton Co. ed Row, Glenn Dolberg, BMI; Kevin Sweeney, KFI ngeles; Riley Gibson, KXO El Centro; Alan D. Court-ney, NBC Hollywood; Charles Hamilton, KFI; Lawrence McDowell, KFOX Long Beach; Lee Little, KTUC Tucson. Back Row, Ned Connor, KRKD Los Angeles; Hubbard Keavey, AP Los Angeles; Roy W. Sinor, KBUC Corona; Truman Hinkle, KRAM Las Vegas; Thomas Sharp and John C. Merino, KFSD San Diego; William J. Beaton, KWKW Pasadena; Frank Burke Jr., KFVD; and Cliff Gill, KFMV Hollywood and PRN.

FREE

TO NEW SUBSCRIBERS

the 1950 BROADCASTING MARKETBOOK

featuring

SPOT RATE FINDER

" . . . the most valuable tool for evaluating markets, radio-tv time buying in years."

SELLS SEPARATELY FOR $1.00

Just out, this 250-page MARKETBOOK will be sent to new subscribers upon receipt of order.

Here in one complete book are *all* the essential facts & spot rate figures for buying/selling AM FM TV time. Three color, 25" x 35" radio-tv map included with each copy.

SPECIAL OFFER

TO NEW SUBSCRIBERS

For a limited time a regular $7.00 BROADCASTING subscription includes:

52 weekly issues
$1.00 MARKETBOOK
$5.00 YEARBOOK, 1951

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Enter my BROADCASTING subscription immediately so I'll receive 52 weekly issues, '50 MARKETBOOK, and '51 YEARBOOK next January.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

XUM

...at deadline

NINE AM TRANSFERS APPROVED BY FCC

NINE AM stations granted transfers of control by FCC Friday, including $112,500 sale of KRSC Seattle, Wash., by P. K. Leberman, Robert F. Priebe and John E. Ryan to J. Elroy McCaw, northwest broadcaster [BROADCASTING, Aug. 7]. Other transfers include:

KGAK Gallup, N. M.—Assignment of license for $8,000 to Thunderbird Bcstg. Co., new firm in which Merle Tucker, original one-third owner, holds 75% interest. KIBE Palo Alto, Calif.—Assignment of license from Millard Kibbe and Donald K. Deming to J. B. Rhodes for $45,000. KHMO Hannibal, Mo.—Transfer control from Laura Lee to E. L. Sparks and 14 others through capital stock increase. WHOW Clinton, Ill.—Transfer control from Keith Rhea et al to J. R. Livesay et al through sale 93% interest for $3,135.

WOOD Grand Rapids, Mich.—Transfer control from Ralph S. and Bertha G. Euler and F. R. Denton to WFBM Inc. through sale 50% interest for $50,000. WFBM Inc. operates WFBM Indianapolis. KOBK Owatonna and WKLK Cloquet, Minn.—Transfer control WKLK from William F. Johns Jr. and John O. Vick to Victor J. Nicholas, Albert S. and Antonio Tedesco, representing 40% interest. Mr. Johns exchanges 15% in WKLK for 40% holding of Tedesco's in KOBK. Mr. Vick sells 25% WKLK holding for $7,500. KPAN Hereford, Tex.—Assignment of license to Marshall Formby. Mr. Formby sells 25% holding in KSNY Snyder, Tex.; plus $9,750 to John Blake for latter's 50% of KPAN.

THREE DAYTIME STATIONS GRANTED BY FCC

THREE NEW daytime AM outlets granted by FCC Friday. KNCM Moberly, Mo., granted change from 1220 kc with 250 w daytime to 250 w fulltime on 1230 kc. New station grants:

New Orleans—Jules J. Paglin, 800 kc, 1 kw day, directional. Mr. Paglin, sales consultant, once held 4% in WJMR there. Walton, N. Y.—Delaware County Bcstg. Corp., 1270 kc, 1 kw day. Principals include Elmer Kellam, New York state assemblyman, and Hyman E. Mintz, New York state assistant attorney general, each 25% owner. Williamsport, Pa.—Lycoming Bcstg. Co., 1050 kc, 1 kw day. Operates WLYC (FM) there.

ECA BUYING PRINTED ADVERTISING IN EUROPE

PLAN to use printed advertising in Europe to forward Marshall Plan objectives announced yesterday (Sunday) by Theodore S. Repplier, president, The Advertising Council, following series of meetings of special council committee with ECA information specialists. Radio time not contemplated at present. Committee to report to State Dept. overseas information staff.

Special committee, formed to consult and advise on use of advertising techniques includes: Philip L. Graham, publisher, *Washington Post* (WTOP-AM-FM-TV Washington); Edgar Kobak, business consultant and owner, WTWA Thomson, Ga.; Gardner Cowles, publisher, *Look* magazine and Cowles newspapers (KRNT-AM-FM Des Moines, Iowa, WCOP-AM-FM Boston, WNAX Yankton, S. D.); Fairfax M. Cone, Foote, Cone & Belding; James W. Young, consultant, J. Walter Thompson Co. and past council chairman, and Mr. Repplier. Samuel Gale, vice president, General Mills, and chairman of Advertising Council, also is member.

ARTHUR MURRAY SERIES

ARTHUR MURRAY Dance Studios, New York, to sponsor *Arthur Murray's Party Time*, variety show with Mrs. Murray as mistress of ceremonies on DuMont TV Network, Sundays, 9-10 p.m. Agency not specified.

MILLER SESAC CHARGES DRAW QUICK DENIAL

SHARP criticism of purported SESAC sales tactics, voiced by NAB President Justin Miller in letter to K. A. Jadassohn, SESAC general manager, drew quick retort from copyright group.

Charges were based on statements made by SESAC representative to Clair R. McCollough, general manager of Steinman stations, and other broadcasters, according to Judge Miller, who explained Mr. McCollough questioned salesman carefully on his claims.

SESAC representative is charged in Miller letter with telling Mr. McCollough NAB has approved SESAC rate structure; NAB urges its members to sign contract on this basis; broadcasters cannot be good NAB members if they fail to sign with SESAC under this structure.

Nobody is authorized to make such statements, Judge Miller wrote, since NAB has nothing to do with SESAC rates, has not urged members to sign and has never suggested signing was necessary if they were to be "good members."

Other broadcasters have made similar complaints about SESAC's sales approach, he declared, adding, "So far as NAB is concerned, SESAC and broadcasters are operating as business men do, upon an arms-length basis; each one working out the best contract agreement he can. . . . Under the circumstances it is impossible for me to avoid the conclusion that some of your representatives have been going a little out of bounds." Judge Miller commented that Mr. McCollough is an experienced broadcaster and is thoroughly familiar with such matters.

Joint reply to Judge Miller, in absence of Mr. Jadassohn from New York office, sent Friday by W. F. Myers and R. M. Baruch, of SESAC station relations. They said Mr. McCollough had met with them in SESAC New York office to discuss renewal of SESAC contract by Steinman stations. Contract expires Dec. 31, 1950.

According to joint reply, Mr. McCollough said he would not consider increase and pointed out NAB is still interested in having general "showdown" with SESAC on its rate structure. Proposed SESAC renewal rates published in May 1, 1950, issue of NAB Member Reports.

SESAC salesmen told Mr. McCollough, letter says, they understood publication did not constitute endorsement since NAB obviously couldn't endorse one product over another.

SESAC field representatives instructed to keep within bounds set forth in SESAC statement in NAB bulletin, letter says, asking Judge Miller to reconsider his statements.

WJZ-TV RAISES RATES 10%

RATE increases of 10% for all time segments of five minutes or more announced Friday by WJZ-TV New York, effective Sept. 15. Base evening hour rate, for example, goes from $2,000 to $2,200. Rates for announcement periods also raised.

CLARKE A. SNYDER RESIGNS

CLARKE A. (Fritz) SNYDER, advertising director for Bulova Watch Co., New York, for four years, has resigned effective Jan. 1.

Closed Circuit

(Continued from page 4)

Irvin Stewart, now president of West Virginia U.

COLOR TV sidelight: Weekly output of non-bracket TV receivers now in spitting distance of 200,000, or at rate of 10 million per year.

WRITE OFF name of Charles Crutchfield for possible appointment to Office of Censorship or War Information if and when either is established. It's learned that vice president and general manager of WBT Charlotte, called to Washington several weeks ago in connection with possible appointment, has asked his endorsers to withdraw name "due to the intensity of the controversy arising from the rumor." He urged appointment of men with extensive newspaper as well as radio experience and preferably with non-partisan political views for both posts.

AT LEAST ONE major spot radio program sponsor has requested stations to guarantee spot program time against preemption by network works, with implication that if such guarantee not forthcoming, advertiser may switch to network radio. Advertiser has been placing spot programs on nationwide basis.

SHORTLY to be announced is resignation of John R. Howland, since 1939 assistant to President Eugene F. McDonald of Zenith and for past three years in charge of Phonevision. Col. Howland served in Signal Corps during World War II and spent two years overseas.

AMERICAN SAFETY RAZOR Co., through its agency, Ruthrauff & Ryan, New York, preparing spot announcement campaign for Silver Star blades in addition to spots for Blue Star and Treet.

LEWIS RIGGIO, son of Vincent Riggio, chairman of board of American Tobacco Co., scheduled to join Peter Hilton Adv. Agency, New York, as partner in October.

TELE-VIEWERS ASSN. FORMED IN WASHINGTON

FORMATION of Assn. of Tele-Viewers, with blocking of FCC approval of non-compatible color TV system as first objective, was announced in Washington Friday. Announced on heels of FCC's report favoring non-compatible CBS color [BROADCASTING, Sept. 4; also see page 61], organization said it will ask FCC to reopen color hearings to receive views of set owners.

ATV board of directors—they have not yet elected officers—includes John M. Carmody, former Federal Works Agency administrator; H. D. Cleveland, retired industrialist of New York; J. Hobart Hutchinson, AFL union official, of Evanston, Ill., and George L. Shield, producer, of Los Angeles, according to Chair E. V. Prins, public relations advisor, who said he was representing ATV in Washington pending establishment of headquarters there and appointment of manager. He said about 2 membership requests had been received in last few days and that about 100,000 are expected within few weeks.

AFFILIATION CHANGES

WEAR Pensacola, Fla., has changed affiliation from MBS to ABC, effective Oct. 1. Station replaces WBSR which in turn switches to become Mutual affiliate. Two stations have also been added to ABC basic group. WJON St. Cloud, Minn., now under construction, joins network Sept. 10. WTTS Bloomington, Ind., now in operation, affiliates Oct. 1.

XUM

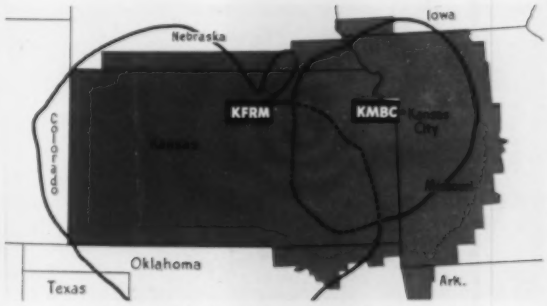
THE KANSAS CITY MARKET

Does Not Run in Circles!

It's a Rectangle...

and Only The KMBC-KFRM Team

Covers It Effectively and Economically

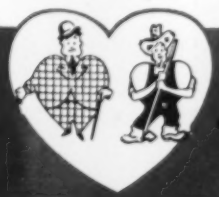


Daytime half-millivolt contours shown in black.

The KMBC-KFRM Team's leadership in the Kansas City Primary Trade territory has been proved conclusively in Conlan's recent coincidental survey of 146,000 calls.

With a full-time Farm department, plus complete news, sports, educational and women's features, and the largest and finest talent staff in the Midwest, it's not surprising that The Team leads the parade!

For better results buy The KMBC-KFRM Team in the Heart of America. Call KMBC-KFRM, or any Free & Peters "Colonel" for full information.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC